

SARAH SULLIVAN

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EDUCATION

University of Central Florida, Nicholson School of Comm and Media

Bachelor of Arts in Radio/Television, Media Management and Operations

- Minor: English - Creative Writing

January 2021- May 2023

Orlando, FL

WORK EXPERIENCE

Production Roles

Producer - Strike Magazine Orlando | Issues 2-5

Production Asst. - Stept Studio | Oakley

Production Asst. - Unsigned Studio | CDC Tips

Production Asst. - Warner Horizon Scripted Television | David Makes Man S2

Production Asst. - Gorilla Studios | Simple Human Sense

Production Asst. - FIVE-TO-SIXTY | iFIT x Alex Morgan

Production Asst. - Elevation Film Team

Production Asst. - Elevation Worship | Various Live Recordings

January 2019 – Present

Orlando, FL

Orlando, FL

Orlando, FL

Orlando, FL

Orlando, FL

Orlando, FL

Charlotte, NC

Charlotte, NC

Live Nation Entertainment

House of Blues Orlando - Green Room Server/Runner

- Liaison between artist management and production management.

- Hospitality attendant to artist and crew.

- Assisted and reported to the age manager and production coordinator with additional day-of needs, VIP, M&G, misc admin tasks, etc.

November 2021 - Present

Orlando, FL

VIP NATION - VIP Assistant (Janet Jackson, Fall Out Boy, Jason Aldean)

Central FL

- assist coordinators with set up and tear down of check-in, lounge, and meet and greet

- liaison between Artist VIP team and venue staff

- monitor and provide customer service and host VIP lounge, activities, backstage tours, and games

Freelance Merchandise Associate

August 2022 – Present

Merch Manager - 80/35 Music Festival

Remote/St. Charles, IA

- Communicate with Artist Liaisons to advance Artist merchandise for 20+ artists for a 2-day festival.

- Work alongside the project manager and festival director to create and implement proper protocols and operation systems.

- Direct setup and tear down of visually appealing display each day, supervised and trained daily volunteers on Ronin POS system; festival attendance: ~30k.

Band Merch Manager - 'Take Lead' and 'Oceanic'

Orlando, FL

- Managed set up and tear down of merch station & display, and completed inventory counts for each show, prepped excess merch for shipping.

- Assist fans in purchases and properly handle cash and credit transactions.

Merch Associate - Freelance Contractor

- Assisted festival merch manager with artist and festival item counts, inventory, and display tent set up and tear down.

- Created artist and festival merch backstock system, accurately uploaded and monitored inventory in POS Systems.

- Handle merchandise transactions, and provide information and assistance to fans ensuring positive interactions and successful services.

- Train new employees to effectively run high-capacity merch lines for 8-12+ hours

Merch Associate - Madd Merch, Sound on Sound Festival

Bridgeport, CT

Merch Associate - Madd Merch, Sea Hear Now Festival

Asbury Park, NJ

Merch Associate - Hinterland Music Festival '22-'23

St. Charles, IA

Merch Associate - The Bright Pursuit, Boston Calling Music Festival

Boston, MA

Merch Seller - OUIVEND (Red Hot Chili Peppers, Taylor Swift, Luke Combs)

LMG Entertainment Technology Partners

February 2022 – Present

Corporate Receptionist

Orlando, FL

- Greet staff and visitors, notify hosts of visitors, and assist executive assistant with daily meetings.

- Receive, log, and notify associates of deliveries made to the front desk.

- Operate telephone switchboard to answer, screen, and forward calls and provide general information to callers.

Freelance Writer

March 2022 – Present

Luna Collective Magazine, Fashivly

Remote

- Receive and write pitches from agents, schedule interviews, research, and brainstorm articles for pop-indie music beat

- Receive, collaborate on, and write pitches for styling blog

