

# Ethan Thomas Sausa

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[ethansausa.com](http://ethansausa.com)



Multimedia Design Specialist

## EXPERIENCE

### **Digital Marketing Designer** | *Long Island Board of REALTORS®* (Apr. 2021 – Current)

- Execute digital and print media marketing requests for 45,000 member association
- Introduced digital media production workflows to marketing department including video production, web publishing, and print design
- Launched a series of weekly & monthly newsletter campaigns with above industry standard engagement (41% avg. Open rate, 3% avg. Click rate)
- Developed branding and web presence for industry leading public relations campaign
- Collaborate with web department to achieve marketing goals
- Track and report on communications analytics to assist in strategic planning
- Hire and managed freelancers; act as contact point for contracted agencies

### **Freelance Web Design** | *Various Clients including SDI Pro* (Apr. 2020 – Apr. 2021)

- Developed branding, mockups, layouts, and web presence for clients

### **Motion Graphics Animator** | *Roy H. Park School of Communications* (Sept. 2018 – May 2019)

- Produced and animated educational videos for Cornell Entomology & Veterinary Department

### **Shift Manager** | *Park Portable Equipment Checkout and Services* (Aug. 2017 – Mar. 2020)

- Oversaw evening shifts operation and preparation for morning crew
- Assisted in hiring, scheduling, and training a team of 50+ employees
- Kept up to date with the maintenance and operation of film and photo equipment

## EDUCATION

### **Emerging Media, B.S., Magna Cum Laude** | Ithaca College

- Web Development and Animation Minor
- Founding Member of Park Post Production Group, Flying Turtle Post Group
- Tween Coding Club, WICB Radio, ICTV

## SKILLS

### DESIGN

- Adobe Suite
- After Effects
- Illustrator
- InDesign
- Photoshop
- Premiere Pro
- Canva
- Graphic Design
- Print Design
- Video Production
- Motion Graphics
- AI assisted design

### WEB

- HTML
- CSS
- Javascript
- node.js
- PHP
- Git
- Python
- Sitefinity CMS
- Wordpress CMS
- Figma

### MARKETING

- Google Analytics
- Constant Contact CRM
- Hubspot CRM
- SEO
- Social Media