

SEAN PATRICK O'LEARY

Phone: 585-755-1337

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TECHNICAL SKILLS

Programming:

HTML, CSS, JavaScript (React, jQuery, Node), PHP, SQL, SVG

Software:

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere, After Effects, Dreamweaver, XD), Canva, Sketch, WordPress, Joomla, Drupal

Certifications:

Google Analytics, Google Digital Garage, HootSuite, Brandwatch

CAREER DEVELOPMENT

O'REALY ONLINE - Rochester, New York

Owner/Web Development, Design and Digital Marketing; 2012-Present

- Founder of sole proprietorship providing website design/development, content marketing, social media, search engine optimization, graphic design, and digital marketing solutions to local and national clients.
- Specialize in the design and development of client websites using custom WordPress templates based on client goals.
- Provide regular analytics reports to clients with recommendations based on goal driven KPIs.
- Plan and execute strategies to improve engagement and brand identity via social media, newsletters, and prize promotions.

RED WINGS COMMUNITY BASEBALL - Rochester, New York

Graphic Design Intern; 2019 Season

- Created print and digital graphics based on original concepts for t-shirts (for sale and giveaways), Frontier Field video boards, website, social media, print advertisements, stadium banners, sales brochures, posters, baseball cards, jerseys, and more.

US SWEEPSTAKES & FULFILLMENT COMPANY - Rochester, New York

Account Executive; 2016-2017

- Prepared prize promotion legal rules, statements of work, winner notification documents, and case studies for clients including Hallmark Channel, Food Lion, Whole Foods, and Time, Inc.
- Managed company website including search engine optimization, search engine marketing, company blog, UX design, and social media marketing efforts.

WROC-TV8 (NEXSTAR BROADCASTING) - Rochester, New York

Digital Media Account Executive; 2011-2013

- Assisted with the transition to a new website platform and developed new advertising opportunities utilizing the new platform to increase digital advertising revenue.
- Developed custom graphics and website splash pages for internal promotion and advertising partners.

WSTM-NBC3 (BARRINGTON BROADCASTING) - Syracuse, New York

Interactive Marketing Manager; 2008-2010

- Developed custom banner advertisements, including animated GIFs and interactive Flash banners.
- Created "Half Off CNY" promotion offering discounts at local restaurants, golf courses, spas, and ski resorts.
 - Designed digital store front, developed sales pitches, obtained clients, and managed client relationships.

JAY ADVERTISING - Rochester, New York

Account & Creative Services Intern and Media Buying Intern

- Participated in New Business pitches for HealthNow, Inc. (BCBS of Western NY and BS NENY) and AOR Pitch for First Niagara. Jay named AOR for HealthNow, Inc. - \$6 million gross earnings.

EDUCATION BACKGROUND

ST. JOHN FISHER COLLEGE - Rochester, New York

Interactive Media Major; Media & Communications Minor; Class of 2019 (3.4 GPA)

- Served as Creative Director for The PRIMA Group, St. John Fisher's national award winning student-run integrated marketing communications firm.

To view my interactive portfolio and work samples, please visit SeanPatrickOLeary.com