

# SEAN SULLIVAN

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## Digital Media Production Management

Specializing in the integration of innovative technologies such as Zoom, Microsoft Teams, and Webex to streamline end-to-end production operations for hybrid events. Award-winning professional with extensive experience in strategizing, leading, and executing broadcast, production, and live event activities, particularly within the B2B and SaaS sectors. Skilled in building, directing, and training high-performance teams to enhance content creation, distribution, and optimization across digital platforms. Proficient in virtual event production, with a strong focus on audience engagement and leveraging communication technologies to achieve organizational goals.

### CORE QUALIFICATIONS

Digital Video Production | Hybrid Event Production | Editorial Content Management | Studio Broadcast Operations  
Vendor Relations | Audience Engagement | Continuous Process Improvements | Live Broadcasting  
Cross-functional Collaboration | Stakeholder Management | Team Building & Leadership | Quality Assurance & Control  
Budget Administration | Content Management Systems | Partnership Development | News Production Planning

### PROFESSIONAL EXPERIENCE

**XYVID, Langhorne, PA**

**11/2021 to Present**

#### Head of Studio & Creative Services

Elevate service delivery provided to clients through the establishment of strong partnerships with studio broadcast vendors integrated virtual photo booths and chat systems. Modernized communication channels and improved client outcomes by implementing Frame.io and Monday.com, accelerating processes, and presenting real-time support options. Optimize operations and production quality as well as execute training initiatives for staff by developing production control rooms.

- Increased event participation and attendee satisfaction by fostering strategic alliances with studio broadcast vendors.
- Achieved a 150% increase in social media engagement by focusing on video and graphic content, creating a detailed brand style guide, and expanding the reach of promotional materials.
- Pioneered the integration of vMix 27 with Zoom features, enhancing remote presenter acquisition and streamlining live-virtual event production workflows.
- Slashed email traffic by 20% by streamlining project management and communication procedures using Frame.io and personalized automation.
- Augmented response times by 50% and project delivery performance through the launch of prompt creative support via Slack channels and implementation of automated intake forms.

#### Manager of Production Services

**06/2020 to 11/2021**

Drove maximum success of virtual events across several digital platforms through planning and execution in line with COVID-19 safety measures. Facilitated efficient allocation of resources based on project needs by coordinating schedules and logistics activities for full-time and freelance production crews. Built and encouraged a collaborative and positive work environment to amplify team cohesion and productivity. Established the highest standards of production output via the introduction of quality control measures.

- Boosted production engagement by 30% and quality of live events by implementing NDI and vMix software switchers.
- Delivered leadership to a team in fostering an increase of 485% in virtual event productions.
- Established Zoom as the primary tool for remote presentations, creating and implementing a workflow for high-quality feed mixing and broadcasting on our event platform, boosting attendee engagement.

#### Senior Producer

**05/2019 to 05/2020**

Delivered high-quality live and sim-live event experiences by enhancing digital platforms. Maximized event production effectiveness and attained top-tier results through collaboration with diverse teams. Played an integral role in discovering areas for process improvements, implementing best practices, and complying with industry standards/safety regulations. Troubleshoot potential delays through integration and enforcement of set project timelines.

- Recognized for accomplishing rapid promotion within the first year by exhibiting exceptional leadership skills.
- Maximized overall quality standards of video content through the integration of refined processes, best practices, and a keen attention to detail.

**Sinclair Broadcasting Group, Baltimore, MD**

**09/2014 to 05/2019**

### **News Producer**

Increased viewership and program quality via management and coordination of all aspects of intensive five-hour live broadcasts. Drove successful recruitment and acquisition of high-profile guests to participate in guest segments. Encouraged professional growth and development by offering guidance and mentorship to new talent. Maintained a deep knowledge and awareness of journalistic ethics, legal considerations, and station policies. Sought efforts to increase viewer experience and audience interest.

- Obtained positive feedback from viewers for delivering outstanding quality, clarity, and impact of news segments.
- Exhibited calm composure and leadership during high-pressure situations, navigating complexities with ease.

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## **EDUCATION**

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**Bachelor of Arts in Media Studies & Production**, Temple University, Philadelphia, PA (2014)

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## **CERTIFICATIONS**

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**Hybrid Event Production Certificate** – PCMA | 01/2023

**Social Media Marketing for Small Business** – LinkedIn | 03/2019

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## **HONORS & AWARDS**

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New York State Emmy Nomination | 01/2016

"Overall Excellence" In A Small Market – Edward R. Murrow | 01/2015

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## **TECHNICAL PROFICIENCIES**

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Microsoft Suite | G-Suite | Zoom | Webex | vMix | Wirecast | Companion | Adobe Suite (Photoshop, Premiere, After Effects)

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## **VOLUNTEERING**

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**Event Director (Social Services)** – Special Olympics Pennsylvania | 01/2008 to 06/2009