Ethan Thomas Sausa

etsausa@gmail.com
ethansausa.com

Multimedia Technology Specialist

EXPERIENCE

Digital Marketing Designer | *Long Island Board of REALTORS®* (Apr. 2021 - Current)
- Designed weekly and monthly newsletter campaigns; developed email list automations leading to 8% list growth, 22% increase in open rate, and 5% reduction in bounces
- Decreased analytic reporting turnaround time with artificial intelligence and custom scripting
- Implemented media production & publishing pipelines for social, video, and podcast content
- Increased social media following by up to 77% over five years; executed marketing social plan
- Increased web engagement time by 12% with SEO and UX improvements to content publishing
- Managed and executed marketing and web helpdesk request tickets in Zendesk
- Developed training documentation and instructional resources to drive adoption of new tools across staff and membership

IoT Specialist | *Prosegur* (Dec 2020 - Apr. 2021)
- Hands-on support for all IOT connected devices; technical support for servers

Freelance Motion Graphics & Web Design | *Various Clients* (Sept. 2018 - Apr. 2021)
- Developed branding, mockups, layouts, and web presence
- 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

SKILLS

TOOLS: AI Tools, Adobe After Effects, Adobe Audition, Adobe Firefly, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Premiere Pro, Canva, ChatGPT, Claude, Constant Contact, CSS, Figma, Git, Google Analytics, HTML, HubSpot, JavaScript, Notion, Python, Sitefinity CMS, WordPress, Zendesk

COMPETENCIES: Audio Production, Branding, Graphic Design, Motion Graphics, Podcast Recording, Print Design, Search Engine Optimization, Social Media, Video Editing, Video Production

CERTIFICATIONS: Google Analytics IQ

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

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PROJECTS (see ethansausa.com for more info)

Home for All of Us | *Website*
- Fair housing public awareness campaign funded by NYSAR grants
- Developed branding, social channels, website; produced deliverables including posters and videos; maintained site and report analytics.

Association Analytic Reporting | *Analytics*
- Streamlined the reporting of cross-department analytics to be reported to the BOD
- Utilized Claude and custom scripting to process data into new reports

Matrix Micro-Bytes | *Video Series*
- Shortform video series for training on new software for membership
- Recorded, produced, published, and marketed the series

Master Class | *Video Series*
- Longform video series featuring industry experts instructing advanced topics
- Produced, edited, published, and marketed the series

Room to Think | *Podcast*
- The official podcast of the Long Island Board of REALTORS®
- Developed branding; record, edit, publish, and market episodes

Rock and Sock Connection | *Podcast*
- My personal podcast series where I interview interesting people in my life
- Developed branding & social channels; host, record, edit, publish, and market episodes

Additive Productions | *Video Series*
- My personal video production work mostly includes explainer videos
- Producing, recording, editing, and publishing videos
- Including client work for Cornell University