

## EXECUTIVE SUMMARY

Content focused media professional (and fan) with years of experience in creating, writing, reporting, marketing, public speaking and producing for companies that include CFL, TSN and News 1130. Created the Green Men, full-body spandexed hockey supporters that became internationally recognized, amassed millions of YouTube views and grew the largest sports social feed in Western Canada.

## DEMO REEL

<https://vimeo.com/199109720>

## CONTACT DETAILS

Mobile: 604-307-6930  
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Port Coquitlam, BC

## CORE QUALIFICATIONS

- Excellent sports knowledge
- Ability to write and edit at a professional level
- Ability to capture an audience
- Creative and innovative
- Outstanding storytelling ability
- Excellent communication and IT skills
- Project management
- Outgoing and personable
- Well-seasoned public speaker
- Knowledge of digital and traditional marketing

## BRANDS COLLABORATED WITH

- New Balance
- Subway
- Budweiser
- Pepsi
- Gatorade
- Telus
- Canadian Tire
- Vega
- Red Truck Beer
- BMW
- Nike

# RYAN SULLIVAN

*Media | Marketing | Production*

## HIGHLIGHTED EXPERIENCE

### DAILY HIVE / VANCITY BUZZ

*Director of Audio, 2018 to Present*  
*Writer and Host, 2016 to Present*

- Creator and producer of eight new audio podcasts for winter of 2019
- Design offshoot DH Audio website and promotional materials
- Oversee marketing, production and online content for The Week Ahead and The Rise

### INOMATRIX MARKETING

*Content Manager, 2015-2017*

- Head of scheduling, editing, web and social for team of six writers
- Present team quarterly and annual progress reports and reviews
- Design infographics, branding and promotional materials
- Lead branding and daily operation for Top Bet News

### GREEN MEN MEDIA

*President, 2011 to Present*

- Lead social media (225,000 followers), lead video editor, lead writer, host, MC
- Sponsorship and event recruitment
- Freelance writing for The Province, 24 Hours and Victoria Times-Colonist

### CANADIAN FOOTBALL LEAGUE

*Host, Producer and Writer, July 2016 to July 2018*

- Host and writer of Pick 'Em Primer & Grey Cup features segments
- Writer of CFL Weekly and CFL Fantasy weekly newsletters

### THE GREEN MEN

*Sully of The Green Men, 2009 to 2016*

- Amassed 225,000 followers on Facebook and Twitter, 15,000,000+ views on YouTube
- Inaugural inductee into ESPN Hall of Fans
- Helped raise over \$100,000 for various charities
- Attended and MC'd over 125 charitable and community events

### PACIFIC WESTERN BREWING

*Marketing Director, 2015 to 2016*  
*Marketing and Events Lead 2017 to Present*

- Took Cariboo Brewing label from -13% to +0.5% in one year
- Recruited, worked and led over 60 events and 20 sponsorships in 16-months
- Strategize and update weekly and quarterly marketing and sales team objectives

### SPORTSINTERACTION.COM / SPORTSBETTINGDIME.COM

*Writer, Present*

# RYAN SULLIVAN

Media | Marketing | Production

## EDUCATION

### ROYAL ROADS UNIVERSITY

Studied Bachelor of Arts in Professional Communication

### BCIT

Broadcast Management Certificate

### BCIT

Broadcast Journalism Diploma

## VOLUNTEER

BC CANCER FOUNDATION  
RONALD MCDONALD HOUSE  
CLICK FOR KIDS  
CANADIAN CANCER SOCIETY  
EASTER SEALS HOUSE BC  
BC HIGH SCHOOL FOOTBALL

## REFERENCES

- Kelly Shouldice, VP of Content at Canadian Football League, 647-225-5359  
- Baxter Bayer, CEO of Tickets, Tours and Events 778-989-5000  
- Adam Forsythe, News1130 / Sportsnet 650 Anchor, 604-817-3154

## OTHER EXPERIENCE

### RYANSULLIVAN.TV

Freelance MC, Auctioneer, Host and Web builder, Present

### FAN MESH TV

Host, Producer, Web builder and Founder, Present

### TICKETS, TOURS AND EVENTS

Project Manager, Marketing and Sales Lead, 2015 to 2016

### BEHIND THE GREEN

Author, Marketing and Sales, 2012 to 2016

### SHAW TV / KROWN COUNTDOWN U

Producer and Host, 2012 to 2016

### NEWS 1130

Sports, News, Traffic and Weather Reporter, 2010 to 2012

### GREEN MEN RADIO ON TSN 1410

Host, Writer and Head of Marketing, 2014 to 2015

### SDI MARKETING

Account Administrator, 2013

### WELLOVERPAR.COM

Creator, Producer, Columnist and Host, 2011 to 2016

### OLYMPIC NEWS SERVICE - VANOC

Reporter, 2009 to 2010

### 101.9FM CITR / UBC SPORTS

Host and Play by Play Announcer, 2006 to 2011