

STEPHEN O'SULLIVAN

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SOCIAL MEDIA & CONTENT MARKETING STRATEGIST

Social media and content marketing strategist with 7+ years of experience developing audience-focused campaigns for financial services and corporate brands. Experienced in transforming complex business priorities into clear, compelling narratives that connect with target audiences. Proven record of increasing engagement, expanding brand reach, and delivering content initiatives that support broader marketing and business goals.

Content Creation | Social Media Content | LinkedIn | Instagram | Facebook | YouTube | Canva | AI Content Creation | Executive Communications | Financial Services Marketing | Brand Storytelling | Digital Design | Short-form Video | Cross-functional Collaboration | Adobe Creative Suite | Microsoft Office

PROFESSIONAL EXPERIENCE

ERNST & YOUNG (EY), New York, NY

January 2025 - June 2025

Administrative Contractor • Brand, Market & Communication

- Developed executive presentations, internal videos, motion graphics, LinkedIn carousels, and employee content supporting initiatives reaching 5,000+ employees.
- Partnered with senior stakeholders to translate business priorities into polished, audience-focused communications.
- Produced campaign content generating 20–30% higher engagement than standard communications while managing simultaneous projects and review cycles.

NUMERIX LLC, New York, NY

April 2018 – July 2023

Award-winning B2B SaaS provider of financial analytics and risk management software.

Digital Content Marketing Manager

January 2022 - July 2023

- Led social and multimedia storytelling for financial thought leadership, product launches, executive communications, webinars, customer education, and global events.
- Partnered with executives, product leaders, and subject-matter experts to transform technical financial topics into accessible scripts, interviews, presentations, and videos.
- Managed cross-functional editorial calendars and used LinkedIn, YouTube, and Vimeo analytics to optimize strategy, contributing to 22% subscriber growth.
- Repurposed webinars, interviews, and long-form programming into short-form educational and promotional content.

Video Production Manager

January 2020 - January 2022

- Managed production of executive interviews, product demonstrations, webinars, social videos, and content for the NEXT global virtual conference.
- Led a four-product campaign comprising 40+ multimedia assets, helping double Numerix's LinkedIn audience from approximately 6,500 to 13,500.
- Filmed, edited, and delivered 60 product tutorial videos within three weeks by coordinating subject-matter experts, production schedules, approvals, and distribution.

Marketing Associate

April 2018 - January 2020

- Created and repurposed social videos, graphics, webinar transcripts, promotional copy, and support content for financial-services audiences.

VAIL RESORTS, Vail, Colorado

November 2025 - Present

Customer Experience Specialist

- Manage approximately 40 daily customer interactions, clearly communicating policies, documenting cases accurately, and resolving sensitive issues in a high-volume environment.

EDUCATION

Emerson College | Boston, MA | Bachelor of Arts, Media Production