



# Sally Bay Lyle

sallybay.com

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## Work Experience

### WSLS 10 News | Roanoke VA

#### Director | May 2022 - Current

While at WSLS 10, a local news station, my position focused on studio upkeep, coding newscast for grass valley ignite automation system, directing, working with LiveU shots, ingesting, editing and sending pre-recorded clips. It is a very collaborative job between the production team, producers, reporters etc. We are constantly updated and adding things as needed and always have to be prepared for breaking news.

### West Elm | Boulder CO

#### Full-time Designer | April 2021 - December 2021

This position focused strongly on building customer relationships, creative problem solving, and meeting sales goals. I worked with walk-in and appointment clients to design a variety of floorplans to their specific taste. I also worked with local business and interior designers to facilitate large B2B orders.

### Freelance Advertising & Branding

#### Advertising and Branding Service | January 2020 - Current

Working with small and startup businesses I help build their brand image and implement design standards. This includes logo design, brand style guides, websites, user experience, and social media.

### Wildflower Nation Supply Co. | Boulder CO

#### Merchandising Manager | January 2021 - August 2021

While working at this small local shop in downtown Boulder I was responsible for the management of the online store, updating prices, customer service, inventory, merchandising, product knowledge and more. I helped with product sourcing research and B2B communications to help the store front run smoothly.

### Shenandoah Valley Partnership | Harrisonburg VA

#### Marketing & Design Intern | May 2019 - June 2020

While working for the regional economic development group I was able to assist in a variety of marketing mediums: print, web, apparel and video. Simultaneously, I was able to learn about the economics of the Shenandoah Valley community and workforce.

### James Madison University | Harrisonburg VA

#### Forbes Center Production Crew | Sept. 2017 - August 2020

Responsible for setting up and taking down lighting and sound equipment. I worked backstage with other crew members and ran operating boards during shows.

## Education

### James Madison University

Dec. 2020

**BA:** Media Arts & Design,  
Creative Advertising

**Minor:** Creative Writing  
& Theater

## SKILLS

Illustrator

InDesign

Photoshop

Wordpress

Wix

Procreate

Shopify

Social Media

ENPS

Grass Valley Ignite Katalyst

Microsoft Office

Constant Contact

Project Management

Team Management

Customer Service

Time Management