

ELLA GRAY

EXPERIENCE

Design Assistant, *Epic Trend and Distribution*

AUG 2021 – PRESENT

- Benchmark proposed styles against current apparel market landscape
- Conduct market research to forecast apparel trends through next 4 seasons
- Write e-commerce copy and strategize keyword bidding campaign to raise ad spend ROI by 67%

Business Coordinator, *Professional Psychiatric Services*

JUNE 2020 – JULY 2021

- Managed reviews of practice across business and healthcare sites
- Developed the physical and digital media to launch new programs
- Revamped WordPress website with user accessibility in mind
- Recruited, interviewed, and wrote SOP guides for training employees

Marketing Intern, *Luxe Redux Bridal*

OCT 2019 – MAY 2020

- Wrote copy and listed inventory on e-commerce sight
- Improved audience engagement on social media pages
- Used Constant Contact to write and design promotional emails
- Analyzed Google Business and Shopify data to inform marketing strategy

Marketing Intern, *DOmedia*

JUNE 2019 – SEPT 2019

- Created sales collateral pitching strengths of OOH advertising
- Wrote copy for website efficiently and effectively leveraged search engine optimization tools

PROJECTS

Artist Representation, *TEXTOGRAPHIES Studio*

MARCH 2021 - PRESENT

- Write and distribute press releases resulting in magazine articles
- Write, film, and edit commercials for commissioned art

Volunteer Marketing Assistance, *Warren County Historical Society*

JAN 2021 – APRIL 2021

- Produced brochures and press releases to promote events and membership
- Assisted in curation of the *Armstrong Gallery of Flight*

Executive Board Member, *Buckeye Standup Club*

JAN 2017 – MAY 2020

- Ran standup comedy and satire writing workshops
- Organized and promoted shows for audiences of up to 7,000

Market Research & Rebrand Pitch, *ADAMS Natural PB*

AUG 2019 – NOV 2019

- Conducted intensive market research in natural foods
- Reimagined brand identity, packaging, and POS concept
- Presented market plan and rebrand to Smucker's executives

Community Arts Programming, *The Jedediah Tingle Show*

APRIL 2018 – AUG 2019

- Developed youth concert series showcasing over 25 local musicians
- Managed logistics and raised funding for 5 concerts over a 10-week period
- Designed and strategized physical and digital marketing material

EDUCATION

BSBA, *Ohio State University Fisher School of Business*

AUG 2016 – MAY 2020

- Bachelor of Science in Business Administration
- Specialization in Marketing
- Specialization GPA: 3.6
- Minor in Consumer Science: Fashion and Retail Studies

WRITING

MAYDAY Mag, *Contributor*

OCT 2022

Little Ladification

CZYK Publishing, *Nonfiction Book*

MAY 2021 – JUNE 2021

50 Things to Know

About Birds in Ohio

Sundial Humor Mag, *Contributor*

OCT 2019 – MAY 2020

Humor and Satire Writing

Scarlette Fashion Mag, *Contributor*

SEPT 2018 – MAY 2020

Pop Culture and Trend Commentary

Electronic Music School, by

Will Kuhn and Ethan Hein, *Cited*

MARCH 2017

The Humor Pyramid

SKILLS

Adobe Creative Suite
HTML Email Design
SEO Optimization
SPSS Statistics
Qualtrics XM
Final Cut Pro
WordPress
Copywriting
AV Production
Market Research
Social Media Strategy
Paid Digital Advertising