

Ellie Howell
Charlotte, NC

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Executive Summary

Detail-oriented, organized and flexible hard worker with a proven track record in multiple fast-paced customer service, sales, and hospitality environments. Critical thinker who uses creativity to solve problems, implement efficient systems, and create memorable deliverables. Open-minded, curious, lifelong learner who thrives within a collaborative team while confidently jumping into an individual, leadership or trainer role when appropriate. Currently seeking a creative opportunity within the advertising and marketing workplace to utilize storytelling and personal connection skills through innovative copywriting and design.

Design Experience

Little Dog Agency — Digital Marketing Intern

based out of Charleston, SC | Remote | June 2022 to December 2022

- Social media marketing, account management and website updates/management for local businesses and restaurant clients
- Create custom graphics posts using Adobe Creative Suite and Canva; email blast creation through MailChimp
- Social media post scheduling through Meta Business Suite and eClincher
- Contribute unique advertising and marketing ideas to solve creative problems in a collaborative remote setting via Wrike task manager, make suggested edits to draft versions of concepts, and execute multi-step tasks to completion to produce high quality deliverables
- B2C customer relations; respond to messages and comments in a professional and timely manner

Baxter Consultants — Graphic Designer/Website Designer

based out of Granite Quarry, NC | Hybrid | January 2022 to present

- Creator and manager of business social media pages and website, producing fully custom graphics and original photography/videography for online posts
- Create custom graphics and logos for outside clients and their businesses
- Customize, publish, update, and manage websites; improve website ranking through SEO
- Create and manage Google My Business, Facebook, Instagram, and LinkedIn accounts
- B2B client communication and customer acquisition management; up-selling of additional services
- Produce printed materials and appropriate print-ready file versions via InDesign, including flyers, advertisements, business cards, and t-shirt designs

Additional Experience

Not Just Coffee — Barista/Kitchen Staff

Charlotte, NC | Atherton location | April 2022 to present

Bonefish Grill — Various positions held

Charlotte, NC market | March 2014 to August 2020

- **Front of House Manager** *Matthews, NC and surrounding | September 2018 to August 2020*
- **Key Holder/Assistant Manager** *Charlotte, NC | June 2015 to September 2018*
- **Administrative Assistant** *December 2017 to September 2018*
- **Corporate Trainer** *October 2016 to September 2018*
- **In-Store Training Coordinator** *August 2016 to September 2018*
- **Bartender** *June 2015 to September 2018*
- **Server/Head Wait** *May 2014 to September 2018*
- **Host** *March 2014 to September 2018*

European Wax Center — Guest Service Associate

Charlotte, NC | Blakeney location | February 2018 to September 2018

Worley Catastrophe — Administrative Assistant

Charlotte, NC | April 2017 to December 2017

David's Bridal — Stylist/Sales Associate

Pineville, NC | December 2016 to May 2017

Education

Bachelor of Science in Communication, Advertising — *Appalachian State University*

General Business minor | Graduated December 2021 | 3.29 GPA

Associate of Arts — *Rowan-Cabarrus Community College*

Graduated May 2012 | Honors

Certifications

Social/Behavioral Research Course — *CITI Program*, valid through January 2024

Food Protection Manager — *ServSafe*, valid through October 2023

Social Media Marketing — *HubSpot Academy*, valid through December 2022

Proficiencies

Adobe Creative Cloud — Photoshop, Indesign, Illustrator, Dreamweaver, Lightroom

Microsoft — Word, Excel, PowerPoint, Outlook

Google G Suite — Google Ads, Google My Business, Google Drive

Digital Marketing Tools — Yext, Sprout Social, eClincher, Wrike, MailChimp, Canva

Website Platforms — WordPress, Nicepage, FileZilla

Social Media Management — Meta Business Suite, Facebook, Instagram, Twitter, LinkedIn