

# ELLIE FRANKLIN

## CONTACT

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📍 Denver, CO

## EDUCATION

### Miami University

*BA in Strategic Communication*

*Minor in Marketing*

3.82 GPA

Expected graduation date 2024

### Semester at Sea

*Study Abroad Program*

3.67 GPA

September–December 2022

## SKILLS

Social Media Management

Digital Marketing

Customer Service

Communication Skills

Time Management

Organizational Skills

## COURSEWORK

Foundations of Campaign Des.

International Marketing

Developing Customer Insights

Advanced Strat Comm Writing

Research Methods

Principles of Marketing

## WORK EXPERIENCE

### Retail Manager

*Travel Posters*

May–September 2022

- Planned build-out and opening for Travel Poster's first brick-and-mortar store
- Contributed to the store opening by relocating all retail, organizing and executing an open house, and arranging the entirety of the store in order to kick-start the company's success
- Operated as head of the store transactionally selling merchandise to customers and managing online orders having received the trust and confidence of management

### Digital Marketing Intern

*Gum Pop*

May–August 2021

- Managed four weekly social media updates on Instagram and Facebook to promote individual vendors
- Tracked and recorded weekly earnings of vendors via Google Spreadsheet to calculate profit margins
- Apprised vendors with weekly newsletters via Mailchimp to communicate logistics and updates
- Directed on-site markets to organize vendor lineups and answer any logistical questions

## CERTIFICATIONS & AWARDS

### Collaborative Institutional Training Initiative Certified

February 2022–February 2025

### Dean's List

May 2021–May 2022

### President's List

December 2020

## ORGANIZATIONS

### Women in Marketing

January 2023

### Women in Business

January 2023

### College Mentors for Kids

January 2023