

Michael Ell

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Education

University of Connecticut, Storrs, CT

2014-2018

Bachelor of Arts, Digital Media and Design, Digital Media Strategies for Business (concentration)

-Minors: Business Fundamentals and Spanish

-GPA 4.0/4.0; Dean's List, 3x Homer Babbidge Scholar Recipient

-Noteworthy courses: Social Media Marketing, Digital Analytics, Digital Media Strategies for Business, Intro to Marketing Management, Consumer Behavior, Brand Management, Motion Graphics, Intro to Web Design

Experience

HPOne (Trumbull, CT)

July 2018-Present

Marketing Associate: Analyze and track paid search and display campaigns across multiple lead generation websites. Manage bidding and optimize ad campaigns to maximize lead generation and revenue; report performance to senior leadership team. Work with Google/Bing account reps to align on corporate strategy. Manage and track performance of email and text campaigns. Assist with website creative testing.

New England Propane (Bethel, CT- remote)

May 2015-Present

Social Media Manager: Create and maintain Facebook page. Design custom graphics and release content updates several times weekly. Monitor post and page analytics. Create and monitor digital ad campaigns.

Digital Media Connecticut (DMCT) (Storrs, CT - remote)

May 2018-Feb 2019

Social Media Manager: Content creation across Facebook, Twitter, and Instagram – graphic design and copywriting. Community management. Monitor social analytics to inform content strategy.

UConn Communications (Storrs, CT)

September 2017-May 2017

Student Worker-Social Media: Assist with UConn's overall social media strategy through content creation, research, and analytics. Design graphics, cover and photograph on-campus events, develop various social campaigns, aid in development and rollout of university Snapchat account.

HPOne (Trumbull, CT)

May 2017-August 2017

Marketing Intern: Utilize Google Analytics to track lead sources on multiple brand websites. Assist with paid search campaigns and testing using Google AdWords to optimize conversion rates. Design creatives for ad campaigns. Guide social media strategy.

CME Associates (Storrs, CT)

Jan 2017-May 2017

Marketing Intern: Assist in development of corporate brand through social media; design advertisements and internal communications; assist in design and development of new intranet website.

Masonicare (Wallingford, CT)

June 2016-August 2016

Marketing Intern: Assist in digital marketing efforts. Design website banners, photography for marketing collateral, logo creation and animation, branding of new "Living Well" resources section.

-ATION/AgencyX (Storrs, CT)

Jan 2016-May 2018

Director of Social Media and Analytics for student ad agency within the UConn Digital Media and Design department. Branding, social media, marketing materials for CT Data Collaborative. Website redesign and promotional video for Pack Leaders Rescue of CT. Social media and content creation for DMD department.

Rolling Tones A Cappella Group

June 2015-May 2018

Media Chair: Maintain and design website, help update and maintain Facebook and Instagram accounts.

President: Lead members and organize rehearsals and major events, plan performances, manage bookings.

Professional Acting

2007-2013

National and regional TV commercials, educational films, musicals, plays, voiceovers, and print work.

Technical + Creative Skills

Photography
Film
Video Editing

Web Design (Basic HTML5 and CSS, WordPress)
Basic Animation and Motion Graphics
Graphic Design

Adobe Creative Suite: Photoshop, Lightroom, After Effects, Premiere, Illustrator, Dreamweaver, Muse, Audition, InDesign, XD

Microsoft: Word, Excel, PowerPoint, Outlook

Social Media: Facebook, Twitter, Instagram, Pinterest, YouTube, Vimeo, Hootsuite, Buffer, Sprout

Paid Search/Analytics: Google Analytics, Google Ads, Microsoft Advertising (Bing), Google Optimize, Google Tag Manager