

Mallory Ellis

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Education

University of Wisconsin - Madison, Wisconsin School of Business *May 2022*
Bachelor of Business Administration in Marketing, International Business, and Management

Experience

Impact Managed Marketing *June 2022 - Present*
Account Executive *Chicago, IL*

- Oversee 12 clients and manage all aspects of their marketing strategy, including the execution of ongoing and future marketing deliverables
- Manage workflows and projects between cross-functional teams with adaptability, organizational skills, and a problem-solving mindset
- Earned an increase in NPS scores of up to 150% due to dedication to client relationships

Victoria's Secret PINK *July 2021 - July 2022*
PINK Campus Representative *Madison, WI*

- Planned experiential marketing events and created content for @WisconsinPINK and @VSPINK to market the brand and its initiatives across a 40,000+ student population
- Increased follower count and engagement rate through a test-and-learn approach to creating content
- Collaborated with other brands on events, content, and giveaways
- Earned recognition for top events against 120+ other schools
- Recruited, selected, trained, and managed 5 team members per semester

Amazon *May 2021 - July 2021*
Workplace Health & Safety Intern *Milwaukee, WI*

- Conducted frequent audits to ensure the safe operation of equipment
- Completed intern project identifying and solving critical region-wide issue, projecting hundreds of thousands in cost savings. Solution planned for regional implementation upon departure

Let's Minocqua Visitor's Bureau & Chamber of Commerce *June 2017 - September 2019*
Intern *Minocqua, WI*

- Developed, organized, advertised, & executed 20+ events with attendance of up to 20,000 people per event
- Assisted 300 members with varying needs, including advertising their business via print, social, mail, phone, word-of-mouth, and email

Campus Involvement

Women in Business *February 2019 - May 2022*
Vice President of Internal Relations *Madison, WI*

- Created, marketed, & ran 20 events per semester on limited budgets
- Selected, trained, and managed 5 Directors
- Oversaw planning and execution of social events, internal mentorship program, professional mentorship program, and formal banquet

Skills

- Proven ability to successfully plan and execute over 100 events, with keen attention to detail, strong organizational skills, and a focus on delivering exceptional attendee experiences
- Experience with HubSpot, HootSuite, MailChimp, and Constant Contact to create and deploy content
- Partnered with 20+ companies, including Benefit Cosmetics, Too Faced, Celsius, De Soi, BUBBL'R, Little Words Project, Amazon Prime Student, and more, to create social media content. Primarily created content for Instagram and TikTok, with a focus on trends