



Hi there! I'm

MARKETER AND GRAPHIC DESIGNER

Annalee Ellenwood

A detail oriented digital marketer with a background in data analytics, project management, graphic design and customer service.



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## WORK EXPERIENCE



Consulting Marketing Manager  
@ Self Employed

SEPT 2021 - PRESENT

Providing a variety of services for own book of business including marketing consulting, campaign execution, graphic design, employee training, presentations, SEO/CRO, web design, social media strategy and content strategy analysis.



Senior Social Media Strategist  
@ Moonrock Agency

APR 2022 - NOV 2022

Responsible for creation and coordinating execution of social media strategy. Duties included creation of social strategy documentation, onboarding materials for clients and team members, coordinating social media team meetings and check-ins, establishing procedures for project management and content calendars, graphic design, communication with leadership, setting up reporting and analytics.



Project Manager, Branded Sites  
@ Ylopo LLC

DEC 2021 - JUNE 2022

Facilitated white glove service for around 40 clients within Ylopo's high-end book of business. Building, editing or designing custom Squarespace websites for realtors via video, phone or email. Escalated any additional needs via Zendesk, Jira and Slack. Other duties include maintaining / consolidating training materials, educating other departments on services and driving process improvement.



Marketing Assistant  
@ ContourThis, LLC

DEC 2019 - DEC 2021

Executed a variety of duties for the Marketing Team. Served as account manager point of contact for select e-commerce clients. Webmastered with maintenance work, web design, SEO and CRO. Photo and video editing for web and events. Worked graphic design for sales materials, social graphics, website mockups, newsletters.

## SKILLS AND EXPERTISE

Passionately developed a well-rounded and versatile tool kit with the ability to work independently or with a team.

### HARD SKILLS

Adobe Creative Suite

Data Analytics

Wordpress / CMS

Project Management

Digital Marketing

Social Media

Email Marketing

SEO

CRO

Account Management

### SOFT SKILLS

Analytical Thinking

Curiosity

Creativity

Collaboration

Adaptability

Active Listening

Communication

Initiative

## ACHIEVEMENTS AND EDUCATION

· Designed social strategy and worked with 10 different teams to create calendar and launch a major social media campaign, netting over 1.68 million impressions while maintaining a 3.2% engagement rate.

· 5 Time Marketing Panelist and Main Stage Co-Host for Major Pop Culture Conventions in Phoenix, AZ and Kansas City, MO

· Served as co-community manager for local live streaming community with online and in-person 100+ attendee events with marketing, sponsorships, and community management.

· Completed 29 Credits at Metropolitan Community College - Longview in Lee's Summit, MO



See digital resume and portfolio at [fevertheoctopus.info](http://fevertheoctopus.info)

HOBBIES



Fish and Plant Keeping



3D Sculpting



Video Games