

ELLIE COOK

ADVERTISING & BRANDING

GET IN TOUCH

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ACADEMICS

Elon University, Elon, NC

Graduating May '21 | 3.9 GPA

Strategic Communications Major

Psychology Minor

INVOLVEMENT

- LEAD Program
- Designed graphics for Elon President's Inaugural Ball
- Alpha Xi Delta | Campus Relations Officer

HONORS

- Communications Honors Fellow
- School of Communications Student Advisory Board
- School of Arts & Sciences Student Advisory Board
- Phi Eta Sigma Honor Society

AGENCY EXPERIENCE

LIVE OAK | ACCOUNT EXECUTIVE | SINCE AUG 2018

- Work with local businesses to increase their awareness in the area
- Design for clients' social media, website, and in-store branding
- Research industry trends and strategize campaign ideas for clients

FACT & FICTION | INTERN | SUMMER 2018

- Worked with clients like Chili's and AAA at a Boulder, CO-based social media agency
- Wrote creative briefs, SOW's, estimates, and creative treatments
- Assisted in client meetings, creative kickoffs, and on set of filming
- Wrote social media captions for Chili's and "I and love and you"

VMLY&R | SHADOW | SUMMER 2017

- Learned from one of the world's largest and most awarded ad agencies
- Spent a week formally shadowing each career path within the industry
- Contributed to meetings with internal team and clients, including Gatorade and Tennessee Tourism

LEADERSHIP

ELON VOTES | PR DIRECTOR | SINCE AUG 2018

- Design graphics and plan social media to advertise Elon Votes efforts
- Promote civic engagement year-round through events and campaigns
- Serve on the Elon University Political Engagement Work Group

THE PENNY PRESS | BLOG CREATOR | SINCE MAY 2018

- Created a fashion blog with my younger sister to express ourselves
- Write articles, style outfits, and design content to engage readers
- Learning website publishing, coding, and SEO skills
- Brand ourselves through Instagram, Pinterest, and blogging community

SGA | PR CHAIR & STUDENT SENATOR | SINCE AUG 2017

- Organize campus outreach and social media for Student Government
- Elected to serve as class senator and vote on campus legislation
- Meet with Dean of School of Communications about student concerns

AMERICAN ADVERTISING FEDERATION | SINCE AUG 2017

- Attended 2018 Student Advertising Career Conference in San José to learn about the industry's future and connect with professionals
- Create logos and event branding for local clients