

# ELLE CAPAN

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## SUMMARY

A skilled marketing and social media professional using various social media strategies leading to growth, brand awareness and improved market efforts. A proven collaborator who takes initiative to drive brand collaborations and assess their success through analytics and data. A leader that is looking to grow in the marketing industry with a company who values brand development, client relationships and the value of analytics.

*Established capabilities include: social media manager, social media strategist, social media specialist, digital marketing manager, content manager, marketing manager, marketing specialist, marketing coordinator.*

## EDUCATION

**Bachelor in Marketing**, May 2020

LIM College, New York, New York

GPA: 3.65

## RELEVANT COURSE WORK

Adobe Photoshop, Microcomputer Applications I & II, Business Spreadsheets, Internet Marketing, Concepts in Merchandising, Global Markets, Power of the Brand, Fundamentals of Digital Marketing, Decision Analysis, Situation Analysis, Problem Prevention

## WORK EXPERIENCE

**Social Media Manager, October 2020 - May 2021**

*ARPwave, Apple Valley, MN*

- Developed and executed a social strategy across all social accounts resulting over 40% organic growth
- Reach out and engage with customers, influencers and followers leading to growth in revenue
- Analyze and create spreadsheets of analytics to gauge the success of growth in accounts and content over various platforms
- Use photoshop to create visually compelling designs for content

**Personal Assistant, March 2020 - Present**

*Influencer: Claire Rose Cliteur, New York, NY*

- Engage with followers to drive engagement scores resulting in a 24% increase of followers and higher fees for Claire
- Analyze and create spreadsheets of analytics to gauge the success of campaigns and brand collaborations
- Brainstorm creative content ideas and create mood-boards for future collaborations, as well as inspiration
- Proactively establish brand collaborations and recommend next action to align with Claire's images

**Intern, January 2020 - April 2020**

*Parker/Rebecca Taylor, New York, NY*

- Implemented Pinterest content, increasing viewers 500% and driving sales
- Create and understand the importance of brand presence across multiple social media platforms
- Compile competitive research to aid in the formulation of Parker's marketing strategy
- Plan, research, and create content for all Parker's social platforms including their blog

**Intern, September 2019 - December 2019**

*Supima Cotton, New York, NY*

- Assisted with planning, management, and execution of Supima's annual Design Competition in NY and Paris Fashion Week
- Provided marketing support to licensed brands and retailers, audits and online audits of product selection and merchandising
- Updated and finalized all excel, powerpoint, and word documents with current information

**Web Team, May 2018 - August 2018, May 2019 - August 2019, December 2019 - January 2020**

*Nordstrom, Scottsdale, AZ*

- Worked fulfilling BOPAS orders in less than an hour after the customer ordered, fulfilled an average of 100 orders per shift

## LEADERSHIP EXPERIENCE

**President, December 2016 - May 2017**

*Fashion Club, Scottsdale Christian Academy, Phoenix, AZ*

## HONORS & ACTIVITIES

Kappa Alpha Theta, Phi Beta Lambda Business Fraternity, Dean's List, Philanthropy Club, Sustainability Club

## VOLUNTEER SERVICE

**Bridal Fashion Week, October 2019**

*YSA Makino*

**NYFW, September 2018, September 2019**

*Oxford Fashion Studio, Supima Cotton*

**Mission Work, various times, 2016 - 2017**