



Bailey Ellison



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EDUCATION

WILLIAM PEACE UNIVERSITY, Raleigh, NC
Bachelors of Arts: Biological Sciences
Minor: Business Administration
May 2022

**CRAVEN COMMUNITY COLLEGE,
New Bern, NC**
Associates of Science
May 2018

SKILLS

Microsoft Office Suite, Google Workspace,
Adobe Creative Cloud, Canva, Procreate,
Classy, Weebly, Square, Salesforce,
Hootsuite, Meta Business Suite, and basic
HTML and CSS, QuickBooks and SEO

LEADERSHIP

WILLIAM PEACE UNIVERSITY, Raleigh, NC
Varsity Softball
NCAA DIII athletics
Member for 2018-2019 seasons

**NATIONAL ART HONORS SOCIETY,
New Bern, NC**
Member specializing in visual arts

EMPLOYMENT EXPERIENCE

SPECIAL OLYMPICS NORTH CAROLINA
Morrisville, NC | January 2022 - November 2023

DEVELOPMENT MANAGER

- Managed six state-level fundraising events and marketing campaigns grossing over \$1.56 million dollars throughout the fiscal year
- Partnered with over 250 law enforcement and government agencies, across 50 counties to complete smaller community fundraising events including golf tournaments, Polar Plunges, motorcycle rides and raffles
- Used social media platforms to increase following by 210% for state-level fundraising campaigns, and in turn increase the net proceeds at events
- Created a variety of product designs for donation grossing approximately \$10-20,000 for state-level events
- Published in September 2022 issue of *Raleigh Magazine* with an advertisement for state-level event

LAW ENFORCEMENT TORCH RUN® FOR SPECIAL OLYMPICS NORTH CAROLINA (NC LETR) DEVELOPMENT INTERN

- Created professional digital media designs for multiple platforms
- Communicated with law enforcement, Special Olympics athletes, and vendors to support branding initiatives

CYPRESS HALL KITCHEN + BAR
New Bern, NC | May 2019 - October 2021

BARTENDER | SERVER

- Expanded knowledge about notes, flavors, and aromas of high end liquors to concoct multidimensional drinks and contribute to a seasonal cocktail list
- Interacted with guests at three to six tables at once to create an enjoyable experience, opening the ability to upsell for an increased nightly profit

THE SASSY BOUTIQUE & MERLE NORMAN
New Bern, NC | Oct 2016 - Aug 2018

SOCIAL MEDIA MARKETER | SALES CONSULTANT

- Designed social media posts to promote merchandise
- Launched and maintained social media accounts, including Facebook and Instagram, grossing 4,000 followers
- Contributed to pricing, displaying and inputting of merchandise on POS system