



Bailey Ellison

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in @baileyellison

EDUCATION

**UNIVERSITY OF NORTH CAROLINA
AT CHAPEL HILL, Chapel Hill, NC**
Certification: Full Stack Web
Development
Expected August 2024

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

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

SKILLS

HTML, CSS, JavaScript, React
GitHub, Bootstrap, API's, SEO,
Microsoft Office Suites, Google
Workspace, Figma, Canva,
Procreate, Wix Studio, Classy,
Square, Salesforce, Hootsuite, Meta
Business Suite and Google
Analytics

LEADERSHIP

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

EMPLOYMENT EXPERIENCE

CAPTAIN RATTY'S | BUZZY'S CHOPHOUSE

New Bern, NC | March 2024 - Current

INDEPENDENT MARKETING CONSULTANT

- Developed a responsive and interactive front end web design for an increased positive user experience
- Curated a monthly strategic social media plan to increase following, engagement and analytics
- Produced professional print and digital materials upon owners request for publication

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 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 a state-level event

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

- Generated 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 produce a memorable experience, opening the ability to upsell for an increased nightly profit
- Excelled in team environments with multiple levels of management

SASSY BOUTIQUE + MERLE NORMAN

New Bern, NC | October 2016 - August 2018

SOCIAL MEDIA MANAGER | SALES CONSULTANT

- Designed social media posts to promote merchandise
- Launched and maintained social media accounts, including Facebook and Instagram, grossing 4,000 followers