

Robert S. Ellis

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EDUCATION

UNC CHAPEL HILL | BA PUBLIC RELATIONS
GPA: 3.76

Chapel Hill, NC | Sep 2016 - May 2020

WORK EXPERIENCE

NOVANT HEALTH | INTERNAL COMMUNICATIONS INTERN

Charlotte, NC | May 2018 – Aug 2018

- Wrote weekly informational newsletters for Novant Health employees.
- Performed data analytics on newsletter readership and user activity using Bitly.
- Ran the company blog and Facebook page, customizing banners and improving SEO.

ZABS PLACE | PUBLIC RELATIONS INTERN

Charlotte, NC | June 2019 – Present

- Drafted emails for ZABS' subscription list.
- Helped organize a local Pajama Walk, a charity run that donates books, pajamas, and beds to children in need.

CHURCHES MAKING MOVIES | PUBLIC RELATIONS INTERN
Present

Basking Ridge, New Jersey | June 2019 –

- Promoted an annual Christian film festival in Oakland, Charlotte, and Utah.
- Drafted media pitches and press releases for over a dozen newspapers.

CRASH CAMPAIGN | PUBLIC RELATIONS AND SOCIAL MEDIA

Chapel Hill, NC | Aug 2018 – Nov 2018

- A 24-hour marketing competition where student teams create a marketing campaign for a small startup business.
- Created LinkedIn and Twitter accounts for my client, Queen City Growlers.
- Produced Crash Course's social media content as well as their event slogan #CrashIfYouCan.
- Analyzed and researched the effectiveness of various media platforms for different target audiences.

THE DAILY TAR HEEL | COPY DESK STAFFER

Chapel Hill, NC | Sep 2016 – March 2016

- Checked facts, grammar and edited stories.

THE DAILY TAR HEEL | WEB DESK STAFFER

Chapel Hill, NC | Jan 2016 – May 2016

- Created headlines for online and social media content.

APPLES SERVICE LEARNING | PUBLIC RELATIONS INTERN

Chapel Hill, NC | Jan 2018 – May 2018

- Assisted the PR team with press releases, event promotions, and SWOT analyses.

SKILLS

AP Style, Microsoft Office (Excel, Word, Publisher, etc.), Adobe Creative Suite

AWARDS

EAGLE SCOUT BOY SCOUTS OF AMERICA

ORDER OF THE ARROW BOY SCOUTS OF AMERICA