

ELLE HAWLEY

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EDUCATION

University of Wisconsin - Eau Claire, Eau Claire, WI

- Major: Marketing
- Minor: Multimedia Communications
- Anticipated Graduation: May 2026

PROFESSIONAL EXPERIENCE

Multimedia and Communications Intern

Royal Credit Union Corporate Center, Eau Claire, WI (01/2024-current)

- Develops multimedia content to communicate effectively within the organization.
- Assists in filming, editing, and producing videos for internal communications.
- Collaborates with other departments to understand their communication needs.

Student Lead and Social Media Student

UWEC Continuing Education, Eau Claire, WI (09/2022-current)

- Works in a team setting to create marketing strategies.
- Analyzes current marketing tactics and campaigns.
- Problem solves how to improve marketing efficacy.
- Designs social media posts and captions to best market our programs.

Key Holder

Earthbound Trading Co., Eau Claire, WI (09/2023-02/2024)

- Provided helpful recommendations about store products.
- Regularly completed sales goals
- Collaborated with team members when problems arise in a fast-paced environment

Social Media Intern

JuBriCoSa Arts Academy, Oshkosh, WI (06/2023-08/2023)

- Designed eye catching social media posts.
- Came up with new techniques to improve our social media.
- Analyzed how each social post performed and used those to create new ideas for posts.
- Understood current trends in social media marketing.

Sales Associate

Rue21, Oshkosh, WI (07/2019-08/2023)

- Provided friendly service to all guests and team members.
- Communicated respectfully and effectively with managers and other departments.
- Sorted and stocks return on shelves while answering customer questions.

Student Office Assistant

UWEC Continuing Education, Eau Claire, WI (09/2021-09/2022)

- Worked in a team setting to keep programs running smoothly.
- Kept programs up to date and organized.
- Provided friendly customer service over the phone and through email.

Director/Staff Member

JuBriCoSa Arts Academy, Oshkosh, WI (06/2019-06/2020)

- Educated students about self-confidence and responsibility through theatre.
- Created educational lessons in tandem with theatre workshops.
- Built a team to help the technical aspects of the show run smoothly and manage them effectively.

VOLUNTEER ACTIVITIES

UWEC Callisto A Cappella PR and Marketing (*Fall 2023-Current*)

UWEC A Cappella Charity Concert Leadership Team (Fall 2024-Spring 2025)

UWEC Callisto A Cappella President (*Spring 2023*)

UWEC Callisto A Cappella Vice President (*Fall 2022*)

UWEC Callisto A Cappella Secretary (*Spring 2022*)

RELEVANT SKILLS

Advanced Canva Skills

Proficient in Adobe Platforms

Proficient in Microsoft Office Platforms

Experience in Event Planning