

Ellie Gan

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Education

Tufts University

B. A. International Relations, B.A. History. GPA: 3.83
Honors: Summa cum laude, Phi Beta Kappa, Dean's List (four years)

Medford, MA
Sept '14 - May '18

Université Paris 1 Panthéon-Sorbonne

Semester abroad - coursework in history and political science

Paris, France
Sept '16 - Dec '16

Miss Porter's School

GPA: 3.7/4.0, Sarah Porter Honor Roll

Farmington, CT
Sept '10 - June '14

Experience

Juice Press

Project Coordinator

New York, NY
June '18 - present

- Launched 35 new products in first year including JP's most popular juice, multiple smoothies, and packaged items
- Develop new products and update existing product line, manage and support processes through ideation, market analysis, recipe and nutrition development, product messaging, and measuring post-launch success
- Design and manage all menus (digital, print & handheld), website content, and new label creation coordinating amongst multiple stakeholders

Casper & Coal, LLC

Co-Founder/Owner

Boston, MA
Jan '16 - present

- Co-founder of an e-commerce travel bag and cosmetic brand (\$200,000 in revenue to date)
- Develop new products, manage inventory, and promote products and brand through multiple sales channels
- Highly experienced in DTC sales channels such as Shopify, Amazon Seller, Facebook Business, Instagram Business, etc.
- Streamline business model (managing supply chain logistics) to make remote management possible

RedPeak Branding

New Business Intern

New York, NY
June '17 - Aug '17

- Worked with creative and strategy teams to synthesize client information and create tailored slide decks for current and potential clients
- Analyzed proprietary ethnographic research data gained from focus group testing and developed curated content to distribute to clients

Senscio Systems

Marketing Consultant

Boxborough, MA
Jan '17 - May '17

- Acted as a third-party marketing consultant to a healthcare technology company. Developed their marketing plan including SWOT analysis, positioning strategy, competitive audit, and extensive market research

Leadership

The Compass Magazine

Editor-in-Chief 2015-2017

Chi Omega Sorority

Social Chair Spring 2016

Skills

Languages: English, French

Software: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Amazon Seller Central, Facebook Ad Manager, Shopify, Etsy, MailChimp, Microsoft Office, HubSpot, Keynote