

# Ellie Gan

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[www.elliegan.com](http://www.elliegan.com)

## 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

Digital Strategy, Project Manager

New York, NY  
June '18 - present

- Created my current role in Digital Strategy to help drive revenue by capturing strong data and using this to inform technological innovation
- Projects include: launching a new website, developing order ahead platforms, creating an ROI loyalty program, and digital marketing campaigns and analysis
- Identifies and onboards software (i.e. order ahead and delivery platforms) that strengthen the understanding of business through customer or transactional data
- Revamped a dead juice cleanse program that brings significant incremental revenue to JP
- Launched 35 new products in first year including JP's most popular juice, multiple smoothies, and packaged items (content creation, packaging, and organic certifications included)

### 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