

Nora Ellis

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Austin, Texas

Languages: English, French

Summary

Marketing graduate with about a year and a half across an internship and a student-run agency. Every project here has a number attached.

Experience

Marketing Intern | Calder Outdoor Co. | Jun 2025 – Dec 2025 | Austin

- Wrote and scheduled the weekly newsletter for 11,000 subscribers; open rate rose from 22% to 31% over five months after a rewrite of the subject-line approach.
- Ran an A/B test on the product-page hero copy that lifted add-to-cart by 8% and was kept as the default.
- Built the content calendar the two-person team still runs on.

Account Coordinator | Longhorn Student Agency (student-run, faculty-supervised) | Sep 2024 – May 2025 | Austin

- Handled three local-business clients end to end: briefs, copy, scheduling, monthly reporting.
 - Grew one client's Instagram from 800 to 3,400 followers in seven months with no paid spend.
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Projects

Teardown newsletter | Personal project | 2025 – Present

- Weekly breakdown of one direct-to-consumer brand's email program. 640 subscribers, no promotion beyond word of mouth.
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Skills

Marketing: Email marketing, Copywriting, A/B testing, Social content, Reporting

Tools: Klaviyo, Google Analytics 4, Figma, Notion, Meta Business Suite

Education

BBA Marketing | Lakeview State University | 2022 – 2026

- Graduated with honors.