

ELLEN JESPERSEN

SUMMARY OF PROFESSIONAL QUALIFICATIONS

- Excellent communication skills and creative thinking with a strategic mindset that succeeds both independently and in a team environment.
- High motivation and organization for pursuing long-range plans and projects alongside short-term, ongoing responsibilities.
- Proven expertise in written and verbal communication as well as visual design.

PROFESSIONAL EXPERIENCE

Matt Jensen Marketing, Sioux Falls, South Dakota

Account Executive | January 2022–present

Deliver effective, strategic communication and highly-organized project management for multiple clients, projects, and campaigns. Projects and responsibilities include:

- building authentic relationships with clients and their stakeholders to address goals, complete current initiatives, and identify opportunities for future partnership
- organizing and prioritizing tasks and workflows for optimal team function and success
- writing project proposals, evaluations, and reports for both internal and external audiences
- performing research for strategy formation and client education

Mr. B's Chocolates, Willmar, Minnesota

Bollig Engineering, Willmar, Minnesota

Marketing Specialist | 2020–2022

Developed and executed marketing and design initiatives remotely for a pair of businesses with the same owner: a premium chocolate company selling to multiple audiences and an engineering firm focused primarily on civil and airport projects. Projects and responsibilities included:

- proposing and completing a Shopify website redesign and email campaign to a combined audience of almost 10,000 recipients resulting in 400% year-over-year growth in online sales (*Mr. B's Chocolates*)
- strategizing, scheduling, and producing print and digital materials, seasonal product updates and promotional events, email messaging, and social media content (*Mr. B's Chocolates*)
- overhauling online product management to fully utilize tags, types, collections, gifting options, customization, promotional discounts, in-cart upsells, and multi-channel availability (*Mr. B's Chocolates*)
- organizing and analyzing current and historical email subscriber and customer data to allow for targeted growth goals and marketing messages (*Mr. B's Chocolates*)
- creating automated customer journeys to capture and engage email subscribers and potential customers (*Mr. B's Chocolates*)
- providing marketing strategy and deliverables aligned with business development goals and existing program needs (*Bollig Engineering*)
- overseeing a full, brand-cohesive overhaul — including structure, verbiage, and design and layout — of project proposals, interview and community presentations, and business development collateral resulting in increased selection rates (*Bollig Engineering*)
- creating leave-behind materials, press releases, and project FAQs (*Bollig Engineering*)