

Michael Ell

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Education

University of Connecticut, Storrs, CT

2014-2018

Bachelor of Arts, Digital Media and Design major, Digital Media Strategies for Business concentration

Expected minors in Business Fundamentals and Spanish

GPA 4.0/4.0; Dean's List, two-time Homer Babbidge Scholar Recipient

Member of Alpha Lambda Delta National Honor Society and Golden Key International Honour Society

Noteworthy courses: Social Media Business Applications, Digital Analytics, Digital Media Strategies for Business, Intro to Marketing Management, Consumer Behavior, Brand Management, Motion Graphics, Web Design, Digital Foundation

Trumbull High School, Trumbull, CT

2010-2014

National Honor Society Member, Top 5%

Experience

CME Associates

Jan 2017-May 2017

Marketing Intern: Assist in development of corporate brand through social media, design advertisements and internal communications, assist in design and development of new intranet website.

New England Propane

May 2015-Present

Social Media Manager. Create and maintain Facebook page, create custom graphics and release content updates several times weekly; monitor post and page analytics; create and monitor digital ad campaigns.

Masonicare

June 2016-August 2016

Marketing Intern: Assist in digital marketing efforts. Design of website banners, photography for marketing collateral, logo creation and animation, branding of new "Living Well" resources section.

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Jan 2016-Present

Part of the student advertising agency within the Digital Media and Design department at UConn. Work in groups to create content for clients. Branding, social media, marketing materials for CT Data Collaborative. Website redesign and promotional video for Pack Leaders Rescue of CT.

Rolling Tones A Cappella Group

June 2015-Present

Media Chair: Maintain and design website, help update and maintain Facebook and Instagram accounts.

President: Lead members and organize rehearsals and major events, plan performances, manage bookings.

Trumbull High School Choir

2012-2014

Media Chair: Created and maintained website and Facebook page. Co-leader of chamber singers: helped teach music in rehearsals and organized group information for various performances.

Professional Acting

2007-2013

National and regional TV commercials, educational films, musicals, plays, voiceovers, and print work.

Technical Skills

Photography

Film

Video Editing

Web Design (Basic HTML5 and CSS, Wordpress)

Basic Animation and Motion Graphics

Graphic Design

Adobe Software: Photoshop, Lightroom, After Effects, Premiere, Illustrator, Dreamweaver, Muse, Audition, InDesign

Microsoft Software: Word, Excel, PowerPoint

Social Media: Facebook, Twitter, Instagram, Pinterest, Youtube, Vimeo, Hootsuite, Buffer