

ELLIE WINSLOW

Brand Strategist
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EDUCATION

Ringling College of Art + Design- Business of Art and Design BA, 2021

STRATEGY

Strategy and Content- *Studio BCC*

Studio BCC in Sarasota, FL- November 2020-May 2021

- Collaborated with BCC's founder and team to develop strategy, content, and positioning opportunities for both startups and existing companies
- Acted as both long-form and short-form copywriter for client's marketing and positioning
- Created user personas, user flows, site maps, and website schematics with a deep understanding of consumer empathy
- Led discovery sessions and interviews with clients and target audience members

Design Researcher and Strategist- *SweetSpot*

SweetSpot- May 2020-June 2020

- Led and managed a team of two freelance graphic designers to refine and re-focus the company's strategy and pitch
- Conducted primary and secondary research to fuel redesign & customer journey map
- Pitched strategic direction, redesigned pitch deck, and research analysis to founders

Media Planner and Presenter- *National Student Advertising Competition*

Ringling College of Art and Design- January 2019-May 2019

- Worked with a team to develop an original advertising campaign
- Created a media plan with corresponding media impressions to allocate a \$25 million budget for an original campaign to elevate Wienerschnitzel's product line
- Pitched campaign to a panel of industry professionals, winning Best Presenter Award

PRODUCTION

Project Manager and Production Coordinator- *Wet Dog Corp.*

Ringling College of Art and Design & Flight School Studios- January 2019-August 2019

- Managed a team of over 100 people to ideate, strategize, fabricate, and produce a one-day brand activation at SXSW 2019 in Austin, TX
- Coordinated permits, space, travel, shipping, ordering, and sourcing of all necessary materials to create the activation
- Wrote, edited, and produced a close-out video of the experience for promotional use for the Business of Art and Design department

TECHNICAL SKILLS

Proficient: Keynote, Windows OS, MAC OS, iCal, Microsoft Office, Google Drive, Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Dropbox, Notion, Forcast, and Harvest

Working Knowledge: SEO, Basecamp, and social media platforms such as Facebook, Instagram, Snap Chat, Tik Tok, and Twitter

AWARDS

Trustee Scholar Award- Ringling College of Art and Design, 2020

President's Award- Best of Ringling, *Wet Dog Corp Activation at SXSW*, 2020

Juror's Silver Choice Award- Best of Ringling, *Job Characteristics Model Video*, 2020

Amy Award winner- American Advertising Awards, *Wet Dog Corp Event*, 2020

Best Presenter Award- American Advertising Federation, *The Worst Mvmt*, 2019