

Jessica C. Ellis

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About Me

I'm a graphic designer with nearly 10 years' experience in marketing and social media. My greatest strength is communication, and I excel at combining visual and verbal elements to build a brand, tell a story, and secure loyal clientele.

Technical Skills



Education

Southwestern Assemblies of God University

Waxahachie, TX
August 2000 - December 2003

Elementary Education Major

Tarrant County College

Hurst, TX
August 2014 - May 2018

AAS, Graphic Communication

Work Experience

Custom Ink

August 2017 - Present • Store Sales Representative

Assist customers with designing t-shirts using the Custom Ink design lab

Explain the Custom Ink process and help customers choose apparel and place orders in store.

Fossil Creek Tree Farm

March 2013 - August 2017 • Marketing Coordinator

Designed, photographed, and wrote original content for company Facebook page, Instagram feed, and weekly newsletter.

Managed day-to-day office operations, including accounting for daily sales, producing estimates, completing compliance requirements, processing employee payroll, managing supplies, and assisting owners and management team.

First Web Marketing

January 2016 - June 2016 • Social Media Coordinator

Produced social media content for over 100 client social media accounts on various platforms.

Produced social media content for agency profiles and managed paid Facebook promotions, including budgeting, targeting, evaluating results, and calculating ROI.

The Marketing Zen Group

February 2012 - March 2013 • Client Relations

Served as a liaison between clients and creative departments, communicating needs and scheduling their timely completion.

Wrote, formatted, and edited email newsletters for 10-12 clients in varying fields, considering current client sales and community engagement goals.

Provided supplementary copywriting and editing for client websites.

Archipelago Learning

March 2006 - June 2011

Customer Relations, Sales Support, Social Networks

Pioneered the company's entrance into social media by creating and growing a Facebook and Twitter presence, company blog, and private user community.

Served in customer relations role providing support via phone, email, and online chat to teacher and parent users.

Supervised a team of sales support staff who collectively provided administrative support to outside sales reps.