

# Faith Engen Ellis

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## Overview

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Seeking employment within the marketing or communications industry that allows utilization of skills in social media and writing. Creative and enthusiastic professional with the ability to manage multiple social media accounts on a variety of platforms. Excellent communication skills with the ability to craft and author professional copy for social media content, websites, SEO-focused blog articles, and design original content to promote engagement with knowledge in understanding social media analytics in efforts to track data and target audience.

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## Professional Experience

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LADIES, LATTES, AND LIFTING, Triad, NC

**Founder and Community Manager**, 2017-Present

- Writes and edits blog content weekly while implementing SEO strategies and AP style guidelines
- Monitors online presence of company's brand and engages with users, strengthening customer relationships
- Manages social media pages, designs and creates creative content, authors and edits written content for social media, infographics, email newsletters, blog, and website
- Networks with brands of a similar niche to build community and brand awareness
- Brands through consistency among website and social media pages
- Utilizes WordPress and Basic CSS skills to manipulate look and feel of the website
- Analyzes and researches social media content and hashtags in efforts to track consumer data and target audience
- Promotes blog via social media sites and email newsletter
- Effectively and organically increased social media followers by 2500+ through engagement and analytics and increased blog traffic by 400+ unique monthly visitors
- Proofreads and edits emails, blog articles, social media content, and content for websites daily

SUPPLY RESOURCES, Danville, VA

**Social Media Manager and Client Service Specialist**, 2014-Present

- Developed and manages Company's social media presence and website,
- Creates and schedules social media content
- Writes, proofs, and edits social media and website copy
- Effectively increased social media followers by 400+ through engagement and analytics
- Documents meetings and helps prepare presentations via Prezi or PowerPoint

- Supports customer inquiries via phone, email, and online
- Assists with event planning and online rental listing management

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## Education and Credentials

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### **Bachelor of Arts, 2019**

SOUTHERN NEW HAMPSHIRE UNIVERSITY, Hooksett, NH

### **Associate of Applied Science, 2017**

GUILFORD TECHNICAL COMMUNITY COLLEGE, Greensboro, NC

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## SKILLS

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- Canva
- Copy and Content Writing
- Hashtag and Social Media Research
- Social Media Content Creation and Engagement
- WordPress and GoDaddy
- Hootsuite

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## PERSONAL SKILLS

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### ***Communication***

Authors and composes written copy for social media, website, and SEO-focused content articles.  
Corresponds with clients via phone, email, and social media.

### ***Self-Management***

Coordinates customer service department at Supply Resources, created and manages Supply Resources' social media presence, and launched and maintains website and social media sites for Ladies, Lattes, and Lifting.

### ***Meeting Deadlines***

Exceeds deadlines by prioritizing projects and utilizing time efficiently through avoiding distractions.

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## REFEREES

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Referees available on request.