

Ellen Lowry

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EDUCATION

B.A. Communication

University of Maryland, College Park Minor, Spanish Business and Cultures

SKILLS

Digital Content Management

Hubspot, Craft CMS, Wordpress, Basic Google Analytics, Brightedge

Social Media

Buffer, Hootsuite, Facebook (Organic + Paid), Instagram, LinkedIn (Organic + Paid), Twitter, Youtube, Youtube Ads

Video & Creative

Adobe Premiere Pro, Canva, Basic Photoshop, Video Shoot Camera Setup

Language

Writing, Editing, Basic HTML, Spanish proficiency

INTERESTS & AWARDS

Eliassen Group Mentorship Program

Barton Associates' Leadership Training Program

Disney's Four Keys Award, for excellence in the areas of guest service and efficiency

Colorguard Coach at Reading Memorial High School

U.S. Army All American, Color Guard

PROFESSIONAL EXPERIENCE

Marketing Content Specialist

Eliassen Group (Reading, Massachusetts)

Feb 2021- Present

- Writes content for blog posts, website copy, email nurtures, internal communications, and social media posts using SEO best practices
- Plans and executes monthly company-wide email communication, including video message from the CEO
- Scripts and produces creative, promotional, and instructional training videos for internal and external use
- Creates email nurture streams in Hubspot for varying audiences
- Owns LinkedIn sponsored mail campaigns with CTR up to 70.43%

Content Marketing Specialist

The Barton Companies (Peabody, Massachusetts)

Aug 2018 - Feb 2021

- Drove content strategy for a leader in locum tenens healthcare staffing, an industry projected to grow to \$47.8 billion by 2026.
- Managed relationships with lines of business heads, freelance content creators, clients, and social media influencers
- Wrote B2B and B2C blog posts for a blog which reached over 1 million views in 2019. Wrote emails, sales collateral, and social posts.
- Transformed the companies' video content capabilities, using own skills to cut \$18,000 from video production budget in the first year.
- Managed social media pages for two companies, increasing follower count by as much as 109% with original contests

Intern, Office of Strategic Communications

University of Maryland (College Park, Maryland)

Jan - May 2017

- Assisted in script development and video editing for official University of Maryland content, for over 9K YouTube Subscribers
- Maintained video stock footage and created B-roll packages

Documentary Filmmaker, Study Abroad

University of Maryland (London, United Kingdom)

Jan 2016

- Wrote, produced, and edited a 10 minute documentary on the effects of the 2012 Olympics on London

Script Team Leader, Gymkana

University of Maryland (College Park, Maryland)

Jan 2015 - May 2017

- Coordinated first Facebook live feed event for the 2016 Flip-a-thon fundraiser, viewed by 1.3K

OTHER EXPERIENCE

Board of Directors Member

Circus Complex (Newton, Massachusetts)

Nov 2022 - Present

- Designs graphics for facebook ads, flyers, and t-shirts, and provides general marketing recommendations to the board

Recruiter

Barton Associates (Peabody, Massachusetts)

Aug 2018 - Jan 2019

- Interviewed psychiatrists and presented them to Barton's clients for placement on temporary locum tenens assignments
- Outside of my role, I wrote posts for the company blog, covering topics of interest to healthcare professionals