

Ella Bennington

benninen@miamioh.edu | (740) 497-8101 | www.linkedin.com/in/ellabennington

EDUCATION

Miami University, Farmer School of Business

- Bachelor of Science | Marketing Major | Digital Marketing Minor
- President's list Fall '22, '23; Dean's list Spring '23, '24, Fall '24, Spring '25
- Studied abroad for 4 weeks in Florence, Italy

Oxford, Ohio

Expected Graduation: May 2026

GPA: 3.97

January 2024

RELEVANT EXPERIENCE

The Farmer School of Business Career Development Office

Oxford, Ohio

Marketing Specialist

August 2025 - Present

- Create and post social media content to help expand awareness of FSB Careers services, events and opportunities
- Analyze and track how well marketing campaigns are performing through Excel as well as gain insights into social media

The Farmer School of Business Career Development Office

Oxford, Ohio

Marketing Intern

June 2025 - August 2025

- Developed and presented a marketing plan that was implemented to promote the Handshake platform to students
- Wrote, designed, and published email newsletters sent to 5,000+ students through Canva and Handshake
- Managed their social media platforms and grew their Instagram's followers by 20% over 3 months while tracking key metrics
- Designed a logo for FSB Careers podcast through Adobe Illustrator to be featured to promote the podcast

RoundTown As One

Circleville, Ohio

Marketing Intern for Everts Center

June 2023 - August 2023

- Managed social media accounts for Everts Center to attract new visitors and highlight upcoming events
- Drafted a newsletter to highlight Everts Center's news to increase attendance and highlight Everts Center's impact
- Designed promotional materials in Microsoft Publisher to bring awareness to Everts Center
- Presented marketing plan to the Board of Directors through Microsoft PowerPoint on trends in Everts Center's attendance

Bennington & Bennington, LTD

Circleville, Ohio

Legal Office Assistant

June 2024 - August 2024

- Organized, scanned and digitally filed 100+ real estate documents to create an efficient filing system to locate documents
- Applied Excel skills for data entry and visualization of 40+ properties ensuring accurate record-keeping

COURSES & PROJECT EXPERIENCE

Social Media Marketing, Digital Branding, Content Marketing, Consumer Insights, Managing Brands

Miami University Fall 2024, Spring 2025 & Fall 2025

Marketing Major & Digital Marketing Minor Courses

- Designed a website using Squarespace to promote a product I created and developed a blog to improve SEO of my website
- Collaborated in a team to conduct target market research to lead to creating our marketing campaign strategy
- Leveraged digital marketing tools of RivalIQ and Brand24 to gain insights into a brand's effectiveness on social media
- Developed a detailed marketing campaign based on data-driven research to reposition a brand and increase brand awareness

EXTRACURRICULAR EXPERIENCE

Beta Gamma Sigma Member

Miami University

The International Business Honor Society

April 2025 - Present

- Awarded to the top 7% of junior students and the top 10% of senior students

Women in Business

Miami University

General Member

February 2024 - Present

- Attend weekly meetings to network with other business students and learn from guest speakers

TECHNICAL SKILLS & CERTIFICATIONS

- Microsoft Office Suite (Word, PowerPoint, Excel)
- SEMRush SEO Fundamentals Course
- Rival IQ
- Google Ads Search & Google Ads Display
- Similarweb
- Hootsuite Social Media Marketing
- Brand 24
- Google Lighthouse