

# Ella Bennington

[benninen@miamioh.edu](mailto:benninen@miamioh.edu) | (740) 497-8101 | [www.linkedin.com/in/ellabennington](http://www.linkedin.com/in/ellabennington)

## EDUCATION

### Miami University, Farmer School of Business

Oxford, Ohio

- 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

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

#### Marketing Major & Digital Marketing Minor Courses

Fall 2024, Spring 2025 & Fall 2025

- 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)
- Google Lighthouse
- SEMRush SEO Fundamentals Course
- Rival IQ
- Google Ads Search & Google Ads Display
- Similarweb
- Hootsuite Social Media Marketing
- Brand 24