

Ella Bennington

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EDUCATION

Miami University, Farmer School of Business

Oxford, Ohio

- *Bachelor of Science* | Marketing Major | Digital Marketing Minor Expected Graduation: May 2026
- President's list Fall '22, '23; Dean's list Spring '23, '24, Fall '24, Spring '25 GPA: 3.97
- Studied abroad for 4 weeks in Florence, Italy January 2024

RELEVANT EXPERIENCE

The Farmer School of Business Career Development Office

Oxford, Ohio

Marketing Specialist

August 2025 - December 2025

- Wrote, designed, and published email newsletters sent to 5,000+ students through Canva and Handshake
- Created and uploaded social media content to help expand awareness of FSB Careers services, events and opportunities
- Managed performance tracking and reporting for marketing campaigns through Excel while monitoring social media analytics

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
- Organized projects through the project management tool of ClickUp to track deliverables and communicate with supervisors
- 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
- 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
- Created a brand identity for a product I developed, ensuring consistent typography, color palette, and brand voice
- Leveraged digital marketing tools of Rival IQ 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)
- Adobe Creative Suite
- SEMRush SEO Fundamentals Course
- Google Analytics 4
- Google Ads Search & Google Ads Display
- Similarweb
- Hootsuite Social Media Marketing
- Squarespace