

Ellie Malesiewski
elliejanemm@gmail.com • 724-516-4037

Education

Gannon University , Erie, PA Bachelor of Science Advertising Communication & Digital Media	Graduated 2025
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Work Experiences/Internships

AK Public Relations , Erie, PA <i>Public Relations Specialist</i>	April 2025 – Current
<ul style="list-style-type: none">• Design and manage social media content calendars for multiple clients, increasing engagement and brand consistency across platforms.• Shooting and editing promotional videos to support client campaigns, enhancing storytelling and digital presence.• Conceptualize and execute marketing campaigns tailored to diverse client goals, from event promotion to product launches.• Collaborate directly with clients in meetings to present marketing strategies and creative concepts, ensuring alignment with brand identity.• Design and update client websites to improve navigation, SEO performance, and visual appeal.• Authored blog articles and digital content that supported client SEO strategies and brand storytelling.• Represent the agency at local networking events, building professional connections and identifying new partnership opportunities.	

Austin Air Systems, Buffalo, NY

<i>Social Media Intern</i>	Summer 2022 – Summer 2023
<ul style="list-style-type: none">• Created social media content, graphics, and videos to strengthen brand presence and audience engagement.• Filmed and edited promotional videos highlighting products and company initiatives.• Assisted with website design and content organization to improve user experience.• Engaged directly with consumers through social platforms to build relationships and get feedback.• Managed the backend of company social media accounts and organized digital content storage.• Observed a live news segment featuring the company and captured behind-the-scenes content for promotional use.	

Zoom Tan, Erie, PA

<i>Social Media Ambassador</i>	January 2023 – September 2025
<ul style="list-style-type: none">• Created and shared branded social media content through a paid partnership to increase visibility and audience engagement.	

Campus Engagement/Leadership Experience

Advertising & PR Club , Gannon University <i>Vice President</i>	September 2022 – Current
<ul style="list-style-type: none">• Organized events and guest speaker sessions to help students learn more about the industry.• Led promotional campaigns for campus organizations to boost visibility and student involvement.	

Skills

Computer skills: Adobe Photoshop, Adobe Premiere, Adobe Audition, Canva, Microsoft Excel, Microsoft Word, Meta Business Suite, Google Analytics, Google Keywords, Website Design, Social Media Management, Graphic Design

Marketing & Communication skills: Advertising, Integrated Marketing, Strategic Communication, Campaign Planning, Event Planning, Photography, Teamwork, Client Relations