

Ellie Malesiewski

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Education

Gannon University, Erie, PA

Graduated 2025

Bachelor of Science Advertising Communication & Digital Media

Work Experiences/Internships

AK Public Relations, Erie, PA

Public Relations Specialist

April 2025 – Current

- 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

Social Media Intern

Summer 2022 – Summer 2023

- 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

Social Media Ambassador

January 2023 – September 2025

- 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

September 2022 – Current

Vice President

- 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