

MICHAEL ELL

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Passionate, data-driven digital marketer with close attention to detail and several years of experience in brand management, efficient lead generation, content development, and data analysis. Key skills include:

Digital Campaign Strategy + Development - Content Creation - Data Reporting + Analysis - Copywriting
Social Media Management - Photography - Website Management - Email Marketing

WORK EXPERIENCE

Digital Marketing Specialist – *Masonicare (Wallingford, CT – hybrid)*

07/2019 – Present

- Social media content creation (aligned with brand voice and visual identity), analytics, and community management across Facebook, Twitter, Instagram, + LinkedIn
 - Increased content frequency, elevated graphics – 800,000+ organic Facebook impressions in 2021
 - Grew Instagram following by 48% year/year and maintained above-average engagement rates (by followers/page likes) for healthcare industry (*Instagram: 4.93% vs 1.83% industry average*)
 - Gold Winner, 2021 PRSA CT Mercury Awards, Social Media Campaign – *#BeAgeless*
- Update local Google/Bing/Yelp listings – content posts, photo assets, info. updates, review replies
- Manage digital ad agency – comprehensive review of paid digital reports (Google/Bing/FB), optimization recommendations to improve ad performance and foster lead generation, copywriting/creative support
 - Led strategic initiatives that contributed to 53% increase in account conversions year/year
- Continuous edits to website via unique CMS including accurate informational updates, landing page development for paid campaigns, creation of virtual tour pages with descriptive photo and video content
- Design and update website and social media for GenM Consulting, a Division of Masonicare
- Lead all digital efforts for Southwick Village, a consulting client of GenM, a Division of Masonicare
 - Present monthly digital results to investors; copywriting, social media, digital ad guidance
- Create, send, + analyze performance of email marketing campaigns for communities (42% avg. open rate)

Social Media Manager – *New England Propane (Bethel, CT – fully remote)*

05/2015 - Present

- Facebook page creation and content development (graphic designs + copy aligned with local brand and national propane initiatives), analytics; paid Facebook ad creative development, setup, and reporting
 - Maintained post engagement rates (by followers/page likes) that rivaled national propane brands: 1.40% average (compared to 0.12% services industry average on Facebook)
 - Ran targeted Facebook lead generation ads with 5.1% click-through rate (vs. 1.1% average)
- Developed successful review generation campaign that helped collect over 30 reviews across Google and Facebook, boosting Search Engine Optimization (SEO efforts)
- Update Google My Business and Yelp listings - photography, company information, review replies

Marketing Associate – *HPOne (Trumbull, CT)*

07/2018 - 07/2019

- Analyzed and tracked paid search and display campaigns across multiple lead generation websites
 - Worked closely with Google/Bing account reps to optimize + align campaign strategy
- Served as primary manager of microsite paid search campaigns (with weekly budgets of \$50,000+)
 - Managed bidding + campaign budgets, optimized ad setup, reported results to senior leadership
- Managed and tracked performance of lead nurture email and text campaigns
- Supported website creative testing efforts – creative ideas, reporting, setup in Google Optimize
- Designed new “Medicare Solutions” logo that improved lead form conversion rate by 6%

Social Media Manager – Digital Media Connecticut (Storrs, CT - remote) 05/2018 - 02/2019

- Content creation across Facebook, Twitter, and Instagram – graphic design and copywriting
- Community engagement and monitoring of social analytics to inform content strategy

Student Worker, Social Media – UConn Communications (Storrs, CT) 09/2017 - 05/2018

- Assisted with UConn’s overall social media strategy through content creation, research, and analytics
- Designed graphics, covered on-campus events, supported rollout of university Snapchat account

Marketing Intern – Multiple Organizations (HPOne, CME Associates, Masonicare) 06/2016 - 08/2017

- **HPOne:** utilized Google Analytics to track lead sources on multiple brand websites; assisted with paid search campaigns and testing to optimize conversion rates; designed creative for ad campaigns
- **CME Associates:** assisted in development of corporate brand through social media; designed advertisements and internal communications; helped design and develop new intranet website
- **Masonicare:** supported digital marketing efforts with design of website banners; photography for marketing collateral; logo creation and animation; branding of new “Living Well” resource campaign

EDUCATION

Bachelor of Arts, Digital Media and Design – University of Connecticut (Storrs, CT) May 2018

- Concentration in Digital Strategies for Business; minors in Business and Spanish
- GPA: 4.0/4.0

TECHNICAL + CREATIVE SKILLS

Photography | Film | Web Design (Basic HTML5 and CSS, WordPress)
Video Editing | Basic Animation and Motion Graphics | Graphic Design

Adobe Creative Suite (in order of proficiency level)

Photoshop, Lightroom, Premiere, Audition, Illustrator, XD, After Effects, InDesign

Microsoft:

Word, PowerPoint, Excel, Outlook

Social Media:

Facebook, Twitter, Instagram, Pinterest, YouTube, Vimeo, Hootsuite, Buffer, Sprout, AgoraPulse, Canva

Paid Search/Analytics:

Google Analytics, Google Ads, Microsoft Ads, Google Optimize, Google Tag Manager, Google Data Studio

Email Marketing:

Constant Contact, Mailchimp