

Elena Markowitz

elenamarkowitz.com
emarkowitz@tulane.edu
301-221-2404
Los Angeles, CA
ΣΠ

SKILLS

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Aftereffects
- Adobe Premiere Pro
- Figma
- Microsoft Office
- Facebook Business Suite
- Facebook Ads Manager
- Google Analytics
- Digital Photography
- Adobe Workfront
- Hootsuite
- Fluency
- Instagram
- TikTok
- Java
- Canva

EXPERIENCE

SOCIAL MEDIA STRATEGIST | STREAM COMPANIES | *August 2023 – Present*

- *Manage 100 ad campaigns for Facebook and Instagram for over 50 individual clients.*
- *Analyze ad performance and implement success strategies via Microsoft Office, Facebook Business Suite/Ads Manager, Fluency, and Adobe Workfront*
- *Assist in new hire training, cover workloads, and collaborate with team members.*

SOCIAL MEDIA INTERN | STREAM COMPANIES | *June 2023 - August 2023*

FREE-LANCE GRAPHIC DESIGNER | SELF-EMPLOYED | *March 2020 – Present*

- *Work with clients to build or revamp website design, logos, company branding guides, and other endeavors, via Adobe Creative Cloud, Wix.com, Google SEO, etc.*

MARKETING SPECIALIST | TULANE CAMPUS RECREATION | *August 2020 – December 2022*

- *Designed graphics and took photographs for social media, promos, and merchandise via Adobe Creative Cloud.*
- *Managed Instagram, Facebook, and Twitter via Hootsuite.*

GRAPHIC DESIGN INTERN | RICRACK NOLA (Non-Profit) | *January 2022 – May 2022*

- *Designed various graphics for events and social media postings.*
- *Planned and organized a student-centered shopping event and other in-store events.*

MARKETING INTERN | RUBY SLIPPER RESTAURANT GROUP | *June 2021 – December 2021*

- *Engaged with customers and performed market research for new locations and social influencers.*
- *Created a company TikTok account, posted multiple videos, and designed social media graphics.*

MARKETING CONSULTANT | BEAUTY RELEAF (Skincare & Beauty) | *June 2020 – December 2022*

- *Redesigned Instagram profile picture and ‘highlight’ covers via Adobe Illustrator.*
- *Created and managed company TikTok account, with multiple videos getting nearly 100k views.*

SOCIAL MEDIA DIRECTOR | TULANE SEXY CAKES (Food Delivery) | *September 2020 – May 2021*

- *Headed marketing campaigns, lead team meetings, and created and managed TikTok account.*

BUSINESS INTERN | HERBAL ANIMALS (Relaxing Eye-Pillows) | *September 2018 – May 2019*

- *Photographed products for social media, e-blasts, and company site. Helped with design.*

EDUCATION

Tulane University B.S. IN PSYCHOLOGY & DIGITAL ARTS, *Business Minor, December 2022*