

ELLEN RAFFAELLE

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MBA Candidate, Digital Marketing concentration, with Managerial, Business Development and Customer Service experience

EDUCATION

Rochester Institute of Technology, Saunders College of Business

Master of Business Administration
– Expected June 2020

Digital Marketing, GPA 3.9/4.0

- ◆ Turri and Browne Endowed Merit Scholarship Recipient

Rochester Institute of Technology

Bachelor of Science in International Hospitality and Service Management,
– May 2017

Graduated Cum Laude, GPA 3.6/4.0

Education Abroad:

Dubrovnik, Croatia – *RIT Croatia*,
Spring Semester, 2015

Dubai, UAE – *RIT Faculty-Led Program*,
Winter Break, 2016

Lima, Peru – *RIT Faculty-Led Program*,
Spring Break, 2019

SKILLS & LEADERSHIP

- ◆ SEO and PPC
- ◆ Email Marketing
- ◆ Social Media Management
- ◆ Marketing Analytics
- ◆ Google Analytics and Google Ads
- ◆ Qualtrics, SPSS and Tableau
- ◆ WordPress
- ◆ Adobe InDesign and Illustrator
- ◆ Microsoft Office Suite
- ◆ 2017 Marriott Student Leadership Conference
- ◆ RIT Connectivity Leadership Conference Presenter
- ◆ RIT Hospitality Association Executive Board Fundraising Director

EXPERIENCE

D3 Engineering — Rochester, NY

Marketing Assistant 08/2019 – Current
Business Development Co-op 05/2019 – 08/2019

- ◆ Develop product marketing materials and content aimed at driving customer awareness, adoption and engagement
- ◆ Develop annual marketing and communications plan
- ◆ Execute paid and organic marketing campaigns to drive leads
- ◆ Create content for and manage all social media profiles
- ◆ Liaison between web development team and management leadership on website redesign
- ◆ Optimized Customer Relationship Management tool for maximized effectiveness and ROI
- ◆ Developed a comprehensive branding guideline to ensure brand consistency

RIT Global

Graduate Assistant 08/2018 – Current

- ◆ Manage front desk workers and complete special projects including marketing, database management, data analysis and the processing of student conduct reports

Marriott International, Inc. — Falls Church, VA

Event Operations Voyager, 06/2017 – 07/2018
Marriott's Voyage Global Leadership Development Program

- ◆ Led the banquet staff while personally assisting the execution of events based on requirements and standards
- ◆ Utilized Clear Sky Inventory Management System to achieve an optimal average 9% liquor cost for the fiscal year; 2% lower than the previous year
- ◆ Worked sales team to up-sell beverage packages to clients
- ◆ Assisted banquet team in developing lasting relationships with groups to retain business and increase growth
- ◆ Reviewed quarterly Meeting Planner Survey results and participated in the development and implementation of corrective action to address service challenges; focusing on continuous on improvement of guest satisfaction

RIT Student Government

Director of Programming 06/2015 – 05/2016

- ◆ Planned, organized and executed Student Government events on campus, including the 2015 iteration of the Horton Speaker Series; Attendance: ~5,000

RIT Office of Government and Community Relations

Marketing Assistant for Brick City Homecoming 06/2014 – 12/2014

- ◆ Managed website content and social media platforms
- ◆ Assisted web designers and developers in creating marketing content and troubleshooting website functionality issues

RIT College Activities Board

Event Manager 10/2013 – 12/2014

- ◆ Booked and executed weekly live acts and musical performances for Friday Night Live division
- ◆ Managed an organizational budget of over \$28,000