

ELLEN DEYOUNG

MARKETING MANAGER & GRAPHIC DESIGNER

CONTACT

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SKILLS

Strategic Marketing Planning

Team Management

Budget Management & Analysis

Digital & Traditional Marketing

Content Creation & Graphic Design

Data-Driven Decision Making

EDUCATION

Indiana Wesleyan University

2015-2017

BA in Business Administration &
Marketing

University California, Davis

2020

Professional Certification Digital
Marketing

PROFILE

Results-oriented Marketing Manager with over 8 years of experience in end-to-end marketing for growing branded companies. Proficient in strategic planning, campaign management, and cross-department collaboration. Proven track record of driving brand awareness, managing budgets, and leading successful marketing teams.

EXPERIENCE

Marketing Specialist/Interim Marketing Director

June 2022 – Current: Driven Brands Inc.

At Driven Brands Inc., I support franchise owners with tailored marketing strategies, ensuring consistent brand messaging and effective local marketing. I manage the Salesforce CRM, develop comprehensive marketing programs, and design various marketing collaterals, including flyers and digital content. Additionally, I plan and execute large conferences and events, oversee the national marketing budget, and perform custom graphic design work to enhance promotional efforts.

Digital Marketing Specialist

April 2021 - May 2022: McCrometer

In this role, I managed social media platforms and created engaging content, significantly increasing brand awareness. I regularly updated the website, optimized it for SEO, and authored technical articles and case studies. My efforts in content creation led to substantial follower growth and enhanced the company's online presence.

Marketing & Operations Manager

January 2020 – March 2021: DeYoung Power Systems

I developed and updated the company website and marketing materials, managed inventory levels, and assisted with managerial tasks and bookkeeping. My responsibilities also included designing marketing materials to improve promotional efforts and ensure a cohesive brand image.

Marketing & Operations Manager

June 2017 – December 2019: Eide Bailly

I led the company's rebranding efforts, creating a new logo, website, and marketing materials within three months. I organized and executed various events, supervised a team of interns, and trained them in Adobe CC and event management. Additionally, I designed marketing materials that contributed to the company's visual identity and improved client relations.