

Elle Olthoff

Digital Marketer and Journalist



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SKILLS

Organized

MaySocial

MailChimp

Canva

HTML/CSS

Writing

Slack

Adobe Spark

InDesign

LANGUAGES

English

Full Professional Proficiency

Spanish

Elementary Proficiency

INTERESTS

Photography

Social Media

Writing

Athletics/Running

Crafting

Traveling

Hiking

EDUCATION

Bachelor of Arts, Digital Media Journalism, English Literary Studies Minor

University of Northern Iowa

08/2018 - 12/2021

3.95 gpa

WORK EXPERIENCE

Marketing and Communications Intern

Iowa Waste Reduction Center

10/2020 - Present

Cedar Falls, IA

Organization at UNI devoted to environmental consulting, training, and education for entities with environmental impact/need.

Achievements/Tasks

- Responsible for the creation, curation and distribution of social media posts on Facebook, LinkedIn, Instagram, and Twitter using Adobe Spark and Canva.
- Manage, write, and organize each month's Newsletter using MailChimp.
- Research and write case studies, articles, blogs and event writeups.
- Complete cold calls to business owners of different regions throughout Iowa and surrounding states for grant work.

Contact: Joe Bolick - 3192736577

Content Creator and Housekeeper

Fillenwarth Beach Resort

05/2018 - 09/2021

Okoboji, IA

Family owned resort set on West Lake Okoboji

Achievements/Tasks

- Social Media Coordinator: Curated social media posts and managed direct messages for Instagram and Facebook the summer of 2020.
- Planned and edited photographs of resort for social media.
- Head Housekeeper: Led and managed entire cleaning staff and additionally assigned tasks to them throughout the day.
- Server/Bartender: Created drinks, provided snacks, and tended to guests while on complementary boat rides.

Contact: Rachel Fandel - 712-209-0624

ORGANIZATIONS

Salt Company (08/2018 - Present)

Volunteer Greeter, Connection Group Member, and Attendee

Warrior Select Basketball Team (01/2021 - 08/2021)

Game Tape Recorder

YWCA (08/2019 - 12/2019)

Language Partner for Non-English Speakers

ACHIEVEMENTS

Dean's List (2018 - Present)

Consistently on the Dean's List Every Semester at UNI

Dennis and Maxine Brown Scholarship Winner (08/2018 - Present)

Article Published in the Northern Iowan (02/2021)

Article Published in the N'West Iowa Review (12/2020)

Bernie Saggau Award Winner (05/2018)