

# NIA ELLIS

## MARKETING MANAGER

### CONTACT

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### EDUCATION

#### BACHELOR OF BUSINESS ADMINISTRATION IN MANAGEMENT

Howard University

**Minor: Fashion Design**

### RELEVANT COURSEWORK

Small Business Management  
Management & Organizational Behavior  
Quantitative Business Analysis  
Human Resource Management  
Principles of Marketing

### SKILLS

Strong Communication  
Market Research & Analysis  
Project & Budget Management  
Social Media Management  
Graphic Design  
High proficiency in Adobe Creative  
Suite applications & Microsoft Office  
software  
Interpersonal & Collaborative

### SUMMARY

Marketing manager with experience in brand management, strategic planning, campaign execution, and graphic design. Proven track record in developing and implementing successful marketing strategies to drive brand awareness and achieve business objectives. Strong analytical skills and a creative mindset for effective market positioning. A keen ability to develop and execute strategic initiatives.

### EXPERIENCE

#### MARKETING MANAGER EXTERN

Steve Madden

**September 2023 - February 2024 (ongoing)**

- Collaborated closely with marketing and sales teams to plan an on-campus pop up shop, resulting in attraction of 250+ students and long term partnership with Steve Madden
- Designed an effective planogram for optimal placement of SM products
- Conceptualized, created and posted engaging ad and campaign graphics across various mediums, contributing to successful marketing efforts
- Supported external team in making objective decisions based on resource availability and strategic objectives to bring the company's brand to life within a limited time frame

#### PRODUCER / BRAND MANAGER

Smooth Child

**May 2020 - July 2023**

- Developed and implemented strategic marketing plans resulting in 75% ticket sales success (July 2023)
- Successfully managed budgets, timelines, and event logistics, ensuring a visually stunning and memorable event
- Collaborated in cross functional teams for effective campaign and event execution
- Led end-to-end production of event for a small clothing brand, showcasing a unique blend of creativity and organizational prowess
- Demonstrated adaptability and problem solving in handling last minute challenges
- Contributed to elevating brand's image through brand management and promotion, resulting in a +2300% engagement