

# ELLE CORRELL

[Portfolio](#)

[Linkedin.com/in/ellecorrell](https://www.linkedin.com/in/ellecorrell)

513-509-1215

[ellecorrellrva@gmail.com](mailto:ellecorrellrva@gmail.com)

## CONTENT CREATION • BRAND DEVELOPMENT AND STRATEGY • PROJECT MANAGEMENT

A **Marketing Director** with strengths in Brand Strategy, Content Management, Website Design, and Visual Design. Experience building a brand from the ground up and content creation including website, social media, advertisements, and print materials. Collaborates with internal and external partners to create well-executed products. Drives a cohesive brand and content strategy aligning with current industry trends and insights throughout design process. Skills include:

• UX/UI Website Updates	• Grant Writing	• Reporting and Analytics
• Shopify	• Graphic Design	• Research Driven Design
• Content Development	• Fluency in Spanish	• Art Direction

*Enduring reputation for delivering well-crafted branding solutions and innovations that drive delightful user experiences*

## PROFESSIONAL EXPERIENCE

### BUSKEY CIDER

2016 - Present

*Craft cider company made from 100% Virginia apples for consumers through ecommerce, distribution, and brick-and-mortar*

#### Marketing Director

Spearhead design and marketing projects for all B2B and B2C efforts. Drive content for digital and in person marketing for all new and mainstay products.

- Orchestrate and maintain the brand story expressed through multiple channels.
- Pioneered direct-to-consumer initiative leading to \$250,000 additional revenue in the first year of sales.
- Lead product release through label design, press kit, and complete rollout.
- Support distribution sales efforts through project management and data monitoring.
- Head community engagement through the website, external ads, and physical materials.
- **Project: Ecommerce Website** – Created an ecommerce website for direct-to-consumer sales and manage the marketing and positioning of the new department.
- **Project: Scott's Addition Beverage District Crawls** – Collaborate with 12 distinct alcohol producers bi-annually to strengthen neighborhood brand awareness. Create promotional materials, press releases, and overall brand strategy.

### FREELANCE

*Create branding materials, update websites, and launch grants for various companies*

- **Virginia Cider Association** – Manage social media presence and head of Marketing Committee.
- **Seeds 'N Such** – Managed online content for Shopify ecommerce website for online growth period.
- **Hampden-Sydney College** – Activated the brand for email marketing for 2023 alumni event.
- **Flames Rising and Flames Way NIL** – Built two ecommerce Shopify websites.
- **Virginia Tourism Corporation** – Initiated tourism focused promotions for Scott's Addition and Cape Charles, Virginia. Built websites, ran ads, designed materials, and grant response.
- **Richmond Grid** – Partner on creating content for social media efforts.

## PROFESSIONAL ORGANIZATIONS

- Greater Scott's Addition Association – Board Member (January 2021-present)
- Virginia Cider Association – Board Member (January 2019-present)

## EDUCATION

**Master of Education in TESOL (Linguistics), 2017**  
University of Missouri, Columbia, Missouri

**Bachelor of Arts in Linguistics, 2012**  
**Bachelor of Arts in International Studies, 2012**  
University of Missouri, Columbia, Missouri