

# ELLE CORRELL

ellecorrellrva@gmail.com

## Work

**Co-Owner, Marketing Director at Buskey Cider** 2015-present  
*Richmond, Virginia*

- Creates and maintains cohesive brand experience for B2B and B2C efforts, including distributors, local establishments, and end customers around Virginia
- Uses design thinking to create and manage visual assets for cider releases
- Runs online visuals for website, social media, and Facebook ads for ecommerce program
- Designs digital and tangible materials for tasting room network, events, and wholesale locations
- Established and managed a neighborhood creative resource and designs for national organization
- Part of a collaborative team to establish brands for statewide and neighborhood associations
- Manages team members remotely across multiple locations through Trello and Slack

**Assistant to the CEO, Capital Area Health Network** 2014-2016  
*Richmond, Virginia*

- Ran monthly nonprofit board meetings to maintain initiatives
- Launched and ran salesforce for the company for customer retention and engagement
- Handled the CEO's schedule and managed key projects to meet deadlines
- Helped plan public facing events and ran social media efforts to grow the brand in the community

**International Relations Office at Universidad de Cádiz** 2011  
*Cádiz, Spain*

- Managed matriculation, onboarding, and placement for participants in the ERASMUS programs
- Utilized English, Spanish, and French communication skills with universities around the world to streamline broken systems in the organization

## Education

**Master of Education – Teaching English to Speakers of Other Languages** 2012-2015

**Bachelor of Arts – International Studies** 2009-2012

**Bachelor of Arts – Linguistics** 2009-2012

*Columbia, Missouri*

**Universidad de Cádiz – Self-guided university calendar year abroad** 2011

*Cádiz, Spain*

**I.E.S. Almunia – Exchange Student for Senior Year of High School** 2008-2009

*Jerez de la Frontera, Spain*

## Professional Organizations

**Scott's Addition Boulevard Association – Board Member** 2021-present

**Virginia Cider Association – Board Member** 2019-present

## Skills

**English – native, Spanish – fluent, Adobe Creative Suite, grant writing, working remote**