

Ella Grace Strickland

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EDUCATION

University of Wisconsin-Madison

Degree: Bachelor of Business Administration

Major: Marketing

Minor: Textiles and Design

Madison, WI

Expected Graduation, *May 2027*

EXPERIENCE

Move 37 Ventures

Austin, TX

Intern

Summer of 2022, 2023

- The facilitation and management of client projects in a team setting for portfolio companies. Prepared Go-to-Market materials and presented to specified target clients.
- “The Webster” - South Beach, Florida based high-end fashion retailer with both a digital format and store locations.
- “Nir-Yu” - Near shore resource/talent sourcing provider across a wide-range of technology skills.
- Customer Relations Management (CRM): tracking relations with customers, composing attendance lists, and reaching out to targeted contacts via email and LinkedIn for networking and sales purposes.
- Intern-team assembly both in-person/office and virtually where tasks were allocated differently each week.

Mint Showroom

New York, NY

Social Media Marketing Intern

May 2024–July 2024

- Creating and editing social media content on Adobe Platforms and Canva.
- Attended collection photoshoots and filmed content for future marketing and promotional use.
- In-person office attendance and intern collaboration.

CAMPUS INVOLVEMENT

Diverse Leaders for Tomorrow

Madison, WI

Member

Winter of 2024- Current

- Participation in meetings, panels, and networking processes through the Wisconsin School of Business.
- Rigorous application and interview process.
- Participation in a *Grainger* Case Study with a team of peers to create a viable solution for a hypothetical supply chain issue. Accomplished 3rd place overall.

The Vault

Madison, WI

Member

Fall of 2023- Current

- Participation in fashion workshops with well known designers, club meetings, and attending speaker events with high-fashion industry leaders.
- Member of the club’s Marketing Committee. Here members deliberate on social media strategy as well as post a variety of different content to the club’s social media accounts. Smaller teams work on projects such as “Vault on The Street” where members interview students around campus on their fashion knowledge and personal style.

Alpha Phi Sorority, Iota Chapter

Madison, WI

New Member Educator

Fall of 2023-Current

- Assisting in the assimilation of new members through extensive meetings, presentations, and team-building strategies and events.
- Assisting in the recording of attendance for new members at required meetings.

VP of Marketing

Fall of 2024-Current

- Elected as the 2025 Vice President of Marketing for the chapter.
- Overseeing content creation, merchandising design, social media curation, and engagement analytics during the current leadership transition.

Embracing Change through Hispanic/Latino Opportunities (ECHO)

Madison, WI

Co-Founder, Vice President

Spring of 2024-Current

- Creating outreach fliers, social media posts, and presentations to advance club engagement and market to new and potential members.
- Assisted in the development of “ECHO” and its association with the Wisconsin School of Business via collaboration with other Executive Board Members.
- Facilitating meetings, presenting curriculum, and gaining feedback on initiatives from members.

COMMUNITY SERVICE

Humorology

Madison, WI

Volunteer/ participant

September 2023-April 2024

- Aided in the raising of \$104,000 for the charity *Logan's Heart and Smile* via theater production and ticket sales.
- Participation in various fundraising events.

SKILLS AND INTERESTS

Skills: Spanish (proficient), constructing presentations, *Linkedin*, *Microsoft* application suite, *Canva* design, *Dash Hudson*, Social Media analytics, *Adobe* application suite.

Interests: Traveling, International Marketing and Outreach, Luxury Fashion Industry, drawing, reading, creative direction, French language, and sewing.