

ELLEN CROSSLEY

Communications Professional | Remote, USA



(970) 901-0610



ellenashleycrossley@gmail.com



<https://www.ellen-crossley.com>

PROFESSIONAL EXPERIENCE

Sr. Associate - Communications, Trust Leadership Institute **PricewaterhouseCoopers | Denver, CO (Nov 2021- Present)**

- Supported launch of the Trust Leadership Institute, a premier executive leadership forum
- Manage comms strategy across internal channels and develop targeted campaigns for demand gen and brand awareness

Senior Marketing Manager

Snarf's Sandwiches | Denver, CO (Aug 2015- Nov 2021)

- Developed strategic marketing plans that contributed to a 3.6% annual growth in restaurant sales
- Drove go-to-market strategy that doubled size of Colorado market in 4 years
- Manage sectors including digital advertising, national campaigns, strategic partnerships, PR, branding, social media, email and SMS, and event planning
- Created integrated marketing campaigns that resulted in increased ticket orders by 12% and average CTR of 16%
- Analyzed KPI alignment to company goals; leverage data for marketing and sales enablement
- Directed corporate communications and in-store marketing procedures for 26 locations in 3 U.S. regions
- Worked cross-functionally to build successful marketing strategies that supported operations, business development, customer service, and training programs
- Played pivotal role in the adoption of online catering platform and third-party delivery services

Digital Media Consultant

Siren Vid | Boulder, CO (Jan 2015- Oct 2016)

- Specialized in creative development including project proposals, storyboards, scripts, and directing voice overs and live talent
- Managed client relations through lifecycle and assisted with business development and lead generation
- Developed production budgets ranging from \$10k-\$60k

Multimedia Specialist

Active Interest Media | Boulder, CO (May 2014- Dec 2015)

- Produced video web content to drive traffic for outdoor industry groups including Backpacker, Ski and Skiing Magazine, Warren Miller, and Yoga Journal
- Collaborated with editors and sales teams to execute cohesive print-to-web strategy
- On-set and post-production work included scripting, filming, editing and audio

EDUCATION

Master of Business Administration

University of Colorado- Denver

B.A. Communication & B.S. Journalism

University of Colorado- Boulder

CERTIFICATIONS & SKILLS

- Social Media
- Brand Development
- Google Ads & Analytics
- Digital Marketing
- Adobe Creative Suite
- Project Management
- Video Production
- Content Strategy
- Hootsuite

VOLUNTEER WORK

- Project Consultant- Children's Hospital Colorado
- MBA Student Ambassador- CU Denver OYMBA Program
- Marketing Chair- Forever Buffs Alumni Association
- Volunteer- Buffs Give Back Annual Service Day

GET TO KNOW ME

I am all about creating strategies that stand out. My understanding of data-driven insights paired with my creative mojo build strong campaigns and user engagement. I'm passionate about establishing meaningful relationships and fostering them through different channels. From tactical planning to implementation, I'm a hands-on communicator that brings strategy and branding to life.