

# ELLE ROBERTS

Birmingham, AL 35223

(205) 566-8118 – robertsellemarie@gmail.com

## Skills

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- Creating Promotional Graphics
- Digital Marketing Media
- Digital Production
- Project and Account Management
- Customer Relationship Management
- Efficiently Operating Adobe Editing Software
- Photography / Videography
- Strong Communication and Compositional skills

## Work History

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01/2024 to Present | **Marketing Intern**

**SIP Oasis** – Birmingham, AL

- Developed, scheduled, and managed marketing content across multiple platforms, ensuring consistent brand messaging.
- Produced and edited high-quality video content, including podcasts and marketing videos using industry-standard software.
- Planned marketing campaigns from concept to execution, optimizing strategies for target audience engagement.
- Conducted professional headshots and photography sessions, contributing to the company's visual brand identity.
- Managed end-to-end marketing cycle, including content calendar creation, campaign execution, and performance analysis.
- Enhanced marketing efforts, effectively addressing challenges in the content production process.

12/2022 to 09/2023 | **Professional Photographer / Videographer**

**Dot Media** – Birmingham, AL

- Provided excellent customer service and account regulation, strengthening client relations.
- Digitally edited photos in post-production software to obtain requested or personal vision.
- Photographed high-quality images for large events.
- Scheduled and booked locations for photo shoots, working collaboratively with clients and contacts.
- Managed and operated multiple social accounts.
- Created graphics for clientele events and business promotion.

06/2020 to 01/2023 | **Manager / Community Outreach**

**CoolBox Self Storage** – Birmingham, AL

- Managed the company's marketing characteristics and outreach to the community for promotional growth.
- Coordinated community service events and charity work.
- In charge of advertising and media graphic creation.
- Answering phone calls, taking customer payments, answering prospective tenants' questions about their storage needs, selling property amenities, setting appointments for property touring, and leasing customers storage.

09/2021 to Current | **Freelance Photographer** – Birmingham, AL

- Providing high-quality photographs for corporate events, company parties, company product lines and amenities, exercise classes, bodybuilding competitions, personal growth, and portraits.
- Assisting clients in selecting poses, wardrobe and backgrounds to photograph different looks, concepts and locations.
- Leveraging camera gear and equipment to express creative vision.
- Experimenting with different lighting effects to deliver unique images.
- Consulting with clients to discuss commission, ideas, and style preferences to create a mutually agreeable project composition.
- Implementing a post-production process to critique and perfect final projects.

## Education

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Expected in 12/2025 **Bachelor of Science: Marketing Management** | **University of Alabama at Birmingham – Birmingham, AL**

- President's List Fall 2021
- President's List Spring 2022
- President's List Fall 2022
- Dean's List Spring 2023
- Dean's List Fall 2023
- Dean's List Spring 2024
- Member of UAB Collat School of Business Honors Program
- Member of UAB's National Society of Leadership and Success
- Member of Phi Kappa Phi Honor Society
- UAB Merit Scholarship Recipient

