

# ELLEN RUSSELL

GRAPHIC DESIGNER  
& MARKETER

## / CONTACT

909-453-3082  
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ellenrussell.com/portfolio

## / EDUCATION

### **Bachelor of Arts, Communication**

The Master's University  
2007 - 2009

## / SKILLS

- Adobe Creative Suite
- ConvertKit, Keap/Infusionsoft, Shopify, Leadpages, Deadline Funnels, EverWebinar
- WordPress
- Basic HTML, CSS, and Javascript

## / PROJECTS

### **PS Crash Course**

Online class for Adobe Photoshop

- Taught students with little to no graphic design skills to become proficient in Photoshop.
- Recorded videos, developed lessons and worksheets, and ran successful marketing campaign to launch a course that generated over \$10k in sales

### **Create in the Chaos**

Blog & Etsy Shop

- Designed digital and physical products, including papercrafts, books, and educational materials
- Developed brand and website

## / EXPERIENCE

### **Digital Marketing & Graphic Design | Freelance** Jan 2015 - Present

- Participated in course development, landing page creation, graphic and ad creation, marketing, and sales funnels for courses that generated over \$100k in sales at launch
- Designed and produced evergreen webinar sales funnel campaigns that created passive revenue streams
- Created opt-ins and produced webinars that grew an email list from several hundred to 80k subscribers
- Restructured and organized email marketing and sales funnels to decrease costs, bring more focus, and increase subscribers
- Developed slide decks for webinars and courses
- Designed and created PDF workbooks and printables for webinars, courses, and email opt-ins
- Integrated and tested new technology and marketing strategies to increase email leads, decrease lead costs, and grow sales
- Developed and improved branding
- Created internal business documents and templates that increased productivity and clarified processes

### **Administrative Assistant | The Master's University** Jan 2008 - Oct 2010

- File organization and management
- Customer service in-person and via phone
- Grade input and communication with professors

## / TRAINING & COURSES

### **The Odin Project | Present**

Web Development Class (HTML, CSS, JS, Ruby/Rails)

### **FBA Live in San Diego | December 2017**

Facebook Ads Training

### **The InDesign Field Guide | May 2017**

Adobe InDesign Class