

# Ellesandra Stecher

hello@ellesandra.com

308-293-7487

ellesandra.com

## Education

**M.A. Integrated Media Communications** | College of Journalism and Mass Communications

University of Nebraska - Lincoln, August 2024

Graduate Assistant, Full Scholarship

**B.A. Advertising and Public Relations** | College of Journalism and Mass Communications

University of Nebraska - Lincoln, December 2015

Ad Club President 2014-2015; 8x Deans List Recipient; Alpha Delta Sigma Member

## Relevant Work Experience

**Brain Injury Alliance of Nebraska** | May 2024 - Present; 2018 - 2021 | Marketing & Special Events Coordinator

Establishing brand identity; Website design & management; Visual & copy content for web, social, print materials;

Event planning & coordination; oversee marketing budget; Manage Marketing & Special Events Intern

**University of Nebraska - Lincoln** | August 2022 - Present | Lecturer; Graduate Assistant (2023-2024)

Lecturer during regular 16-week semesters and 8-week summer courses for ADPR-221 (Strategic Writing for Advertising), JOMC-131, 133, and 134 (Visual Communications Modules and Project); JGEN-200 (Technical Communication I), JOUR-200A (Fundamentals of Editing & Reporting); Faculty Assistant for Experience Lab's Heartland Pulse.

**Freelance Marketing & Design** | July 2018 - Present

Launch and Manage Google and Meta ads; Visual and copy content for web, social, paid ads; Creative direction and subcontractor management; Marketing strategy in various sectors including transportation, SaaS, restaurant, healthcare, nonprofit, finance

**CompanyCam** | September 2021 - May 2023 | Partnerships & Events Marketing Manager; Awareness MM

Coordinate and evaluate partnerships, plan and execute marketing tactics for co-marketing for lead generation; Plan and execute events strategy for awareness and retention efforts; Unify brand messaging and visuals across all digital in & out of home advertising; Campaign management from development to reporting; Manage PR inquiries and opportunities; Work with Brand Team on campaign development; Channel diversification and optimization; Drive top of funnel lead generation

**Flagship Restaurant Group** | May - October 2015 | Marketing & Design Assistant

Manage social profiles and customer interactions; Create social and web content; Facilitate a cohesive branding structure for multiple brands; Manage menus and other online assets on multiple platforms

**University Health Center** | August 2014 - March 2016 | Communications Analyst; Marketing Assistant

Event planning and coordination; Create visual displays materials; Coordinate departmental outreach to relevant audiences; Design under brand guidelines; Gather and implement marketing-related data

## Service

**Prescott Elementary PTO**

Board President (2024-)

2022 - Present

**Prescott Elementary SNAC**

Member | 2022-Present

**Heartland Greyhound Adoption**

Volunteer | 2019 - Present