

Ellie Strube

Creative Strategist

EDUCATION

2010 - 2014

BA: ADVERTISING + CREATIVE WRITING
University of North Florida

Copywriter + strategist for all campaigns. University radio host.
Ghostwriter for a published book. President of TOMS.
Editor for a literary journal. Member of Kappa Delta.

2018 - 2018

SUSTAINABLE DEVELOPMENT
Columbia University Coursera

Online course in sustainable development

EXPERIENCE

2018 - Present

FREELANCE STRATEGIST
Creative Strategy // Florida + San Francisco

Projects:
- Mic + Cheverlot research for underground music scenes throughout the USA
- IBM experiential for AI + Cloud
- Florida Paints, all brand and creative strategy

2017 - 2017

ENGLISH TEACHER
MIRROR FOUNDATION // CHIANG RAI

- Taught English to Thai and hill tribe individuals ages 5 - 14

2015 - 2017

EXPERIENCE STRATEGIST
MKTG // NYC

- Studied the behaviors of people + cultures for brands to create riveting experiences
- Created trend reports that inform clients on how to make their brands relevant to modern cultural trends
- Managed social listening tools and provided qualitative and quantitative research, turned them into insights
- Worked on new business and existing clients; developed RFPs
Brands worked on: **Google, Nat Geo, Burt's Bees, Nike, NFL, NHL, NBA, Pepsi, Diageo, Marriott, David Yurman**

2014 - 2015

ASSISTANT ACCOUNT EXECUTIVE
MKTG // NYC

- Guided relationships with brands and Brand Ambassadors
- Handled invoices and budget management
- Executed experiential activations in LA, NYC, Miami, Las Vegas

2011 - 2012

FIELD MARKETING TEAM MEMBER
Red Bull // Jacksonville, FL

- Researched prominent interests amongst the youth to grow relationships with the brand
- Built relationships with local businesses

INSPIRATION

The most revolutionary ideas are not sellable... only mind-changing

-Marina Abramovic

BEYOND THE DESK

- Editor for Fiction Fix, a literary journal
- Apprentice at Almut Belote jewelry
- Sofar Sounds Ambassador
- Surfrider Foundation Member
- Contributing writer for Whalebone Magazine
- Staff writer for The Spinnaker

SKILLS

- Adobe Suite, Keynote
- Social listening tools (Crimson Hexagon, CCS, Cubeyou, Salesforce)
- Music production
- All social media tools

CONTACT

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REFERENCES

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