

# Bailey E. Ellingsen

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## EDUCATION

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Furman University, Greenville, South Carolina	August 2019 - May 2023
• Communication Major	
College Year in Athens	August 2021 - May 2022
• Study Abroad	
Coeur d'Alene High School, Coeur d'Alene, Idaho	September 2015 - June 2019

## MAJOR PROJECTS IN COURSES:

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- **Digital Storytelling**
  - Created a personal website/blog:  
<https://baileyellingsen8.wixsite.com/bailey-s-blog>
  - Major projects include: a [mini-documentary](#), [podcast](#), and [PSA](#).
  - Learned graphic design, used software programs, created Logos, and learned how to capture an audience's attention through digital stories/designs.
- **Marketing Management:**
  - Created a case history where I analyzed how local television can utilize Social Media platforms to reach a younger audience and draw in younger, skilled applicants.
  - Created a 35 second advertisement and 15 second advertisement for a local sports team.
  - Learned the different management styles and what type of management is suitable for a particular work environment.

## PROFESSIONAL EXPERIENCE

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<b>Marketing Specialist I</b> HNTB, <i>Atlanta, GA</i>	May 2024 - Present
<ul style="list-style-type: none"><li>• Review and edit content for compliance and clarity for qualification packages and proposals.</li><li>• Collaborate with the technical teams to create and deliver a presentation in front of the client.</li><li>• Support the technical teams by preparing materials for internal meetings and guiding internal meetings.</li><li>• Responsible for organizing meetings using a Win Plan Timeline to ensure proposal, and team, preparation when the Request for Proposal is released by the client.</li><li>• Communicate between the technical team, subconsultants, and marketing team to ensure necessary materials are being collected and signed for proposals.</li></ul>	

**Social Media Manager**

Feb 2024 - Present

Hearsight, *Remote*

- Develop social media strategies to increase brand awareness and engagement across all platforms.
- Create and edit high-quality content (infographics and videos) tailored to the deaf and hard of hearing community online.
- Collaboration with the company CEO's, deaf Influencers, and outside individuals to model and record the deaf technology for content.
- Engage with the online community by responding to comments and messages to build relationships.

**Client Sales Planner**

June 2023 - May 2024

Locality Broadcasting, *Atlanta, GA*

- Assisted Managers and Account Executives in efforts to advance commercial airtime for client TV stations.
- Liaison between television stations, media buyers, and sales executives in a fast paced and high pressure environment.
- Communicated between Client Sales Planners, Managers, and Account Executives regarding airtime.
- Utilized software platforms to send, receive, and input television orders.
- Communicated between Client Sales Planners, Managers, & Account Executives regarding airtime order rates, number of impressions for each order, & emails from stations & buyers.

**Furman University Admissions Intern**

June 2022 - August 2022

Furman University, *Greenville, SC*

- Tour prospective students around campus and provide information on what Furman offers academically, professionally, and personally.
- Checked prospective students into their tours and administered them in specific walking/trolley tour groups.
- Personally worked on an International Admissions Website for Furman with the International Admissions advisor.
- Learned and practiced the admissions process with 85 example college applications.

**EXTRACURRICULAR ACTIVITIES**

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**College Year in Athens Ambassador**

October 2021 - Present

Athens, Greece

- Complete tasks College Year in Athens administers
- Advertise and attend the study away fair to promote CYA
- Submit media posts and content regarding my personal study away experience

**Furman Paladin Admissions Liaison**

February 2021 - April 2021

Greenville, SC

- Engage with prospective students through texting and zoom every week.
- Answer questions and connect with prospective students on a more personal level.
- Advertise Furman honestly.
- Follow the weekly communication theme provided by the Office of Admission at Furman.

**Furman Futures**

September 2019 - March 2020

Furman University, Greenville, SC

- Represented Furman University through meetings with prospective students, parents, and overnight visits.
- Hosted prospective students for one night and demonstrated what being a student at Furman entails.
- Communicated with my associates about schedule changes, necessary accommodations, and shifts that needed to be covered.

**SKILLS & QUALIFICATIONS**

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- Strong communication and computer skills
- Skilled with Creative Suite, Sharepoint, Microsoft, and Canva
- Creative
- Proficient in speaking and understanding Spanish and Greek
- Demonstrates leadership skills
- Ability to work well with others
- Organized and able to manage multiple projects simultaneously