

# Ella Judd

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## EDUCATION

University of California, Santa Barbara (UCSB)

September 2020-June 2024

### **Economics B.A. and Professional Writing Minor**

- 3.85 GPA
- Relevant coursework: Econometrics, Managerial Economics, Entrepreneurship, Personnel Economics, Data Analysis, International Finance, Digital Document Design, Entrepreneurship
- UC Education Abroad in London, England (2022)

## EXPERIENCE

### **Study Abroad Peer Advisor and Department Intern**

April 2024-June 2024

UCSB Economics | Santa Barbara, CA

- Designed infographics for prospective UCSB Economics students using Photoshop and Illustrator
- Executed quarterly informational presentations about study abroad logistics to students in the department
- Analyzed department data to research UCSB Economics acceptance rates, transfer admission rates, and study-abroad attendance rates
- Designed a training manual to support future interns in the position

### **Marketing and Branding Intern/Team Lead**

July 2023-August 2023

Dynamic Branding | Santa Ana, CA

- Led teams of fellow interns in organizing and executing client-facing marketing brand presentations for multiple marketing events
- Supervised the planning of marketing pitch presentations for an independent marketing agency, which has provided consultation services to more than 19 Fortune 500 corporations and 22 501(c)(3) nonprofit organizations
- Delivered professional and customized client services through strategic marketing and comprehensive product presentation to exceed sales target
- Conducted market research for the client via indirect and direct marketing strategies

### **Business Development and Marketing Intern**

August 2022-December 2022

StreetHunt Games | London, England

- 1 of 40 participants selected from the University of California system to study abroad and pursue an internship in London
- Researched, proposed, and created several effective marketing campaigns for multiple digital media platforms using Adobe Creative Cloud design tools
- Tracked and analyzed the company's Google Analytics account to develop new marketing and engagement goals

## SKILLS

- Computer: Microsoft Excel, STATA, SQL, Google Analytics, Adobe Creative Cloud, HTML5/CSS3
- Professional: Marketing, SEO, data analysis, digital content creation, project management, sales presentations, team leadership, market research, web design

## EXTRA-CURRICULARS

- History and English Tutor: tutored local high school students on AP and honors curriculums (2023-2024)
- Delta Gamma Sorority: conducted quarterly community service events with Blind Fitness and raised donations for Service for Sight (2020-2024)