

ELLEN HARRELL

Communication Experience

National Grazing Lands Coalition

Director of Strategic Partnerships

December 2020 - Present

- o Build relationships with state coalitions and like-minded groups to create a grassroots impact in the conversation around regenerative agriculture
- o Writer in bi-monthly newsletter using constant contact
- o Run monthly social media reports, present to leadership and create digital strategy
- o Website manager

University of Georgia

Graduate Assistant

August 2019 - Present

- o Research assistant for the College of Agriculture & Environmental Sciences
- o Teaching assistant for AGCM 4200 (Digital Strategy)
- o Recruiter for college study abroad programs through events and social media
- o Increased college Instagram following by more than 400 followers through strategic planning and rebranding

LSU College of Human Sciences & Education

Communications Intern

August 2016 - May 2018

- o Wrote news releases, weekly, for college website
- o Updated social media with event information and news
- o Web master for the six schools within the college
- o Designed graphics and print deliverables for website and digital advertising

LSU Baptist Collegiate Ministry

Communications Coordinator

August 2016 - May 2018

- o Increased social media following by 137%
- o Optimized student outreach programs
- o Created graphics for upcoming events

LSU Sports Information

Student Assistant Sports Information Director

August 2014 - May 2016

- o Wrote more than 15 feature stories and 200 press releases for LSUsports.net
- o Acted as liaison between the student athletes, coaches and the press
- o Managed media relations pertaining to men's tennis for the 2015-2016 season

Contact



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Experience

Sky Ranch Christian Camps

Activities Team Manager

Athens Land Trust

Community Outreach and

Farm Support Volunteer

Success Labs

Leadership Development

Intern

Single Stop

Non-Profit Intern

LSU Manship Ambassador

President

Skills

- Adobe Suite
- Content creation
- PR writing
- Website copy
- ADA Compliance
- Social media planning
- Email Marketing
- AP style
- Branding
- Design
- Photography
- Integrated Marketing

Education

University of Georgia

Masters of Agricultural and
Environmental Communication

Louisiana State University

B.A. in Mass Communication

Public Relations

Minors:

Business Administration &
Agricultural Communication