CV:

ELLA
Rojo

Contact

📞 0478 417 026

✉ ellasian00@gmail.com

in www.linkedin.com/in/ella-rojo

📍 Ballina, NSW to relocate

Account Manager

Education

B. of Business/ B. of Design

Griffith University, Gold Coast

2020 - 2024

Year 12 Graduate Certificate

Trinity Catholic College, Lismore

2014 - 2019

Job Experience

2024 Oct - Present

Account Manager

2024 Feb - 2024 Oct

Senior Account Executive

2023 April - 2024 Feb

Account Executive

Barefruit Marketing | Byron Bay, NSW

Client & Campaign Management

- Managed a diverse portfolio of clients including; University's, Councils & Larger Enterprises, Government Businesses, Schools, Festivals, Small Businesses, Lawyers, NFP organisations.

- Developed and executed integrated marketing strategies, ensuring brand alignment and business objectives were met whilst coordinating and briefing creative and digital teams.

- Led client communication, presenting strategic proposals, creative concepts, and campaign performance reports.

Strategic Marketing & Growth

- Developed and executed multi-channel content strategies, including social media, copywriting, blogs, EDM campaigns, and website updates.

- Proactively identifying growth opportunities and value-add initiatives to drive engagement and business awareness.

Financial & Performance Management

- Assisted in budgeting, preparing quotes, and tracking performance of campaigns.

Internal Marketing & Training

- Led training sessions for clients, to effectively implement branded collateral enhancing their in-house marketing capabilities.

- Trained and mentored junior account executives on internal processes, helping them develop the skills to support account team.

- Ensured the agency's website and digital presence remained up to date with client case studies and company updates.

Skills

Proficient in programs:

Adobe Indesign, Lightroom, Illustrator, Photoshop, Canva, Mailchimp, Klaviyo, Microsoft Suite, Meta Business Suite and Ads Manager

Soft skills:

Strategic thinking

Promoting team collaboration

Organisation and time management planning

Hard skills:

Project Management

End of campaign reporting

Analytical and financial acumen across Marketing strategies and campaigns, long and short term

Interests

Gym/fitness

Travelling

Food!

Camping

Photography

References

James Mack

General Manager, BBC Digital and parent of the child I provided cared for in the Nanny role.

0405 711 000

Clark Lynn

Owner, Cross and Feather

0420 348 973

* Additional references can be supplied on request

2022 Jan - 2022 Oct

Retail Assistant

Merlo Coffee | Southport & Eagle Farm, QLD

- Delivered excellent customer service while meeting KPIs and pitching a loyalty/rewards program

- High level knowledge in POS system and company processes/systems

- Strong communication skills, attention to detail, and organisation in a fast-paced environment

2022 Mar - 2023 Aug

Nanny

Self employed

- Provided care for a child under 2, fostering creativity, learning, and development within a safe, structured environment and routine

- Key skills: Responsible, driven, reliable, organised

2021 Aug - 2022 Jan

Store Supervisor / Style Assistant

Colette by Colette Hayman | Browns Plains, QLD

- Meeting daily individual/store KPI's + budget and handling end-of-day cash procedures and banking

- Providing creative direction and execution in-store

- Maintaining stock and keeping the store tidy

- Knowledge of products and sales pitches

2021 Mar - 2021 Aug

Sales Consultant

Telstra Pacific Fair | Broadbeach, QLD

- Meeting KPI's and metrics by providing excellent service & resolving issues promptly to ensure customer satisfaction

- Working independently and in a team in a fast paced environment to resolve problems and provide solutions

- Ongoing training and strong commitment to learning

- Maintaining product knowledge and adhering to workplace policies, procedures and legal requirements

2020 Jan - 2022 May

Barista & Waitress

Cross and Feather | Paradise Point, QLD

- Restaurant floor management

- Providing staff training

- Customer service during food and drink service