

## BLOX DIGITAL 2019/2024

### Web Designer

- Implemented innovative site designs that enhanced customer specifications.
- Conducted theme site audits, identifying errors and trends to improve performance and practices.
- Collaborated with cross-functional teams to achieve milestones and objectives across multiple projects.

## JUNIOR PLAYERS 2021/2022

### Teacher, Graphic Design & Photography

- Developed dynamic and interactive curriculum for K-8th graders, adapting content to accommodate individual learning needs.
- Provided personalized guidance and coaching to students, fostering their creativity and skill development.

## WHBF-TV/NEXSTAR BROADCASTING 2017/2019

### Digital Coordinator

- Led the development and implementation of a comprehensive social media marketing strategy, driving increased audience engagement and brand visibility.
- Created and implemented branding guidelines and style guides for WHBF-TV, KLJB-TV, and KWQC-TV, ensuring consistent and cohesive brand representation across all platforms.
- Identified inefficiencies in workflow and processes, and successfully implemented solutions that streamlined operations and improved team productivity.
- Spearheaded innovative strategies for the promotions department to leverage the website effectively, resulting in enhanced promotional reach and audience interaction.
- Took on additional responsibilities and expanded the scope of the role, contributing to the overall growth and success of the organization.
- Maintained organized and accessible design repositories to ensure efficient collaboration and easy access to design assets.

## PRAIRIE RADIO COMMUNICATIONS 2016/2017

### Graphic Designer

- Collaborated with the design team, creative director, and lead writer to suggest innovative layout and design features for the weekly newspaper, enhancing reader engagement and retention.
- Refreshed sales presentations and marketing materials with a modern aesthetic, receiving positive feedback from clients and stakeholders.
- Played a pivotal role in the collaborative creation of high-quality newspaper content, ensuring consistency in editorial and visual standards.

## CHARLESTON SOUTHERN UNIVERSITY 2015/2016

### Lead Designer

- Co-founded the Indigo Newsletter, showcasing student accomplishments and campus news through captivating design and engaging content.

# Danielle Ellis

## Graphic & Web Designer

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## EDUCATION

Charleston Southern University  
BA, Graphic Design, 2016

Black Hawk College  
AA, 2013











## VOLUNTEER

PeopleFund, 2016/2020

### Small Business Marketing Mentor

- Provided guidance and support to small business owners in developing effective social media marketing strategies.
- Facilitated workshops and one-on-one sessions to educate entrepreneurs on best practices and emerging trends in social media marketing.
- Earned Volunteer of the Year Award in 2016

## SOFTWARE

	InDesign
	Illustrator
	Photoshop
	Dreamweaver
	Figma
	After Effects
	Premiere
	Animate
	Video Editing Software
	Canva