

# Ella Hansen

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## EDUCATION

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### Brigham Young University – Marriott School of Business

*Bachelor of Science in Marketing, Minor in Psychology*

Provo, UT

Expected Apr 2026

- GPA 3.68/ 4.00
- Scored in the 91<sup>st</sup> percentile on the ACT
- Member of the Marketing Association, Sales Society, and Women in Entrepreneurship

## EXPERIENCE

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### Romex Pest Control

*Brand Manager*

Pleasant Grove, UT

February 2025 – Present

- Increased posting frequency by 430% to boost brand awareness and improve consistency, appealing to consumer behavior.
- Grew Instagram reach from 2,000 to 106K+ using seasonally relevant content and regional homeowner insights.
- Increased follower count by 10% month over month through content designed around customer behavior patterns, using varying types of material, including educational, storytelling, locally relevant, and value-driven content.
- Lifted engagement by 52% by analyzing audience behavior and adjusting content creation and ad strategy.

### EllaBlue Consulting

*Estate Property Manager & Operations Consultant*

Heber, UT

August 2024 – Present

- Serve as primary point of contact between 12+ vendors, owner, and external partners ensuring clear and consistent operations.
- Developed internal workflows for bookings, walkthroughs, turnovers, and event readiness to ensure consistency across uses.
- Manage day-to-day operations of large private estate to support short-term rental use and private events.

### Stardust Sustainables Reusable Bags

*Social Media Manager*

Park City, UT

August 2024 – June 2025

- Promoted from on-campus intern to part-time social media manager after leading a team of 4 in a 500-hour campaign.
- Increased conversion rates by 1.39% by designing a content strategy for Instagram, Facebook, and email marketing.
- Boosted sales by nearly 240% by developing and implementing new and unique marketing strategies.

### EnhancedAI Automation Solutions

*Marketing Associate*

Cottonwood Heights, UT

October 2024 – February 2025

- Ran various social media campaigns to drive targeted traffic into custom web sales funnels, increasing funnel engagement.
- Designed 6 web sales funnels for diverse audiences, guiding users toward demo bookings and direct product purchases.
- Conducted A/B testing on sales funnel strategies, refining content and framework for higher conversion rates.

### Ship Ardent Third Party Logistics

*Account and Compliance Coordinator*

Lehi, UT

September 2022 – April 2024

- Increased service delivery score by 40% by collaborating with Carrier Sales Representatives and National Account Managers to create and implement improvements of communication and systematization.
- Created and executed plans for software improvements to maintain and increase users and partnerships of ~15 clients.

## LEADERSHIP & SERVICE

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### Vantage Point at Wasatch Behavioral Health

*Human Service Volunteer*

Provo, UT

January 2024 – April 2024

- Provided support services of 20+ clients by coordinating with a multidisciplinary team to offer personalized care plans, promote access to resources, and assist in the progress of client's mental health and community involvement.

### The Church of Jesus Christ of Latter-day Saints

*Volunteer Service Missionary*

Viña del Mar, Chile

February 2023 – Sep 2022

- Led a group of over 50 female volunteers, driving quarterly objectives through individual and group training to expand outreach and sustain key indicators, across an intensive 80-hour work week over 18 months.

## AWARDS, SKILLS & INTERESTS

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- Certified professional working proficiency in the Spanish language
- MS Office, Facebook Ads Manager, Tableau, Salesforce, VBA
- Owner of a supplement startup, driving the development of social media to enhance brand visibility and engagement.
- Interests: marathon training, cooking, content creation, digital design, fitness, golfing, Recovery Support Group Leader.