**Adam Ellestad**

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**Education**

**California Polytechnic State University** |San Luis Obispo, CA **June 2020**

**Bachelor of Science, Business Administration GPA: 4.0**

**Concentration:** Consumer Packaging Solutions, **Minors:** Graphic Communication & Integrated Mktg. Communications

* Dean’s List Winter 2018, Spring 2018, President’s List 2019

**Business Experience**

**Marketing Intern | Specright, Inc. June 2019 - Present**

* Write, design, and deploy marketing automation emails in support of tradeshows and campaigns
* Manage marketing editorial calendar, including blog writing, posting, and distribution across channels
* Completed a brand audit and competitive analysis, along with recommendations for improving Specright’s brand identity and online footprint
* Design demos used during the sales process for big name companies such as Costco, Johnson & Johnson, and Walmart

**Marketing & Programming Assistant | Cal Poly Fraternity & Sorority Life January 2019 - Present**

* Assist the Lead Coordinator of Greek Life with planning and execution of diversity & inclusion, sexual assault/hazing prevention, and leadership programming for more than 4,000 students
* Manage information flow to the Greek Community by sending out newsletters, emails, and generating content to advertise upcoming events
* Work closely with the Cal Poly Dean of Students faculty to ensure the Greek community is upholding the values and principles of our university

**Campus Brand Representative | Tide University Laundry September 2017 – April 2019**

* Planned and conducted promotional events to increase Tide’s presence on campus and integrate its values and vision into campus culture
* Developed sales/marketing strategies with goals of increased exposure and engagement from target market through sales and event attendance
* Utilized position as first Campus Representative hired to develop and train 5 new Campus Representatives

**Relevant Course Work**

**BUS 418 | Listening to the Customer April 2018 – June 2018**

* Collaborated with client company, McConnell’s, to conduct ethnographic research on their target market
* Conducted in-depth interviews with the target market to identify customers’ desired traits and characteristics of the product and service at McConnell’s ice cream shops
* Presented final data and branding suggestions to McConnell’s senior leadership and panel of professors

**Leadership & Involvement**

**Fellow | Business Analytics Agency September 2019 – June 2020**

* Transformed big data provided by Marketing Evolutions in order to solve real client problems by applying statistical techniques, data cleaning, and creating data solutions using Amazon Web Services (AWS)
* Leveraged AWS and statistical software including JMP to create data-driven decisions for local clients in the San Luis Obispo area
* Collaborated with team of 16 other fellows during yearlong consulting and analytics projects

**Skills & Certifications**

**Technical:** Salesforce Pardot, WordPress, Microsoft Access, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, SPSS, ArtiosCAD & SolidWorks

**Language:** Conversational French, Conversational Italian