

Ellen Cochran

BRAND AND DIGITAL EXPERIENCE SPECIALIST

Bridging design, storytelling, and marketing strategy to craft impactful digital experiences.

CONTACT

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EDUCATION

UNC-Chapel Hill, Hussman School of Journalism and Media, Class of 2023
BA, Journalism; Minor, Hispanic Studies; Graduated with Highest Distinction

SKILLS

Design and UX: Figma, Adobe Creative Suite, UI/UX Design, User Research, Usability Testing, HTML/CSS, WordPress, Wix, Squarespace, AP Style

Marketing and Strategy: Digital Marketing Strategy, SEO & Keyword Research, Google Analytics, A/B Testing, Email Marketing (Mailchimp), Social Media Management, Content Creation, Brand Development

Tools and Tech: Meta Business Suite, Content Management Systems (CMS), Video & Photo Production, GitHub, MUI Component Library

Communication and Soft Skills: Creative Project Management, Market Research, Storytelling for Brand, User Persona Development, Cross-Functional Collaboration, Client Communication, High Proficiency in Spanish

EXPERIENCE

MARKETING & CREATIVE MANAGER (CONTRACT)

BLUE SKY ROBOTICS

August 2023 - Present

Brought on as the first marketing and creative hire at this early-stage robotics startup, contributing to brand development, digital strategy, and content from the ground up.

- Build and execute the company's foundational marketing strategy, with an emphasis on growth
- Produce professional-grade photo and video content to support marketing efforts
- Conduct UX/UI research and design user-centered digital interfaces aligned with business goals
- Lead PR research and outreach to establish brand visibility and connections in a competitive tech space
- Define and maintain brand identity across all visual and written communications

MARKETING/PR COORDINATOR

UNC BLUE SKY INNOVATIONS

May 2023 – Present

- Lead the design and production of UX/UI assets, graphics, and branded content for Lab initiatives
- Develop and execute marketing strategies to manage digital presence
- Produce and edit multimedia content to support campaigns and storytelling across platforms
- Represent the Lab in client meetings, events, and public-facing initiatives, ensuring brand consistency

PROJECT MANAGER

EAST COAST ELECTRIC SPEED SHOP

Oct 2022 – May 2023

- Managed social media and created content to promote sales, services, and events
- Designed marketing materials including in-store signage, event posters, and digital graphics
- Built and maintained the company website with up-to-date product listings and service info
- Researched e-bike market trends and competitors to support sales and marketing strategy
- Assisted with event planning and execution, customer outreach, and daily shop operations