

ELISE KADISON

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SUMMARY

Digital Media Innovation senior with 6 months of hands-on marketing experience spanning brand design, social media strategy, content creation, event coordination, and campaign analytics at high-growth startups. Proven ability to build brands from the ground up, manage cross-functional projects, and deliver results under tight deadlines. Combines creative design skills with data-driven execution and a passion for the beauty and consumer industries.

EXPERIENCE

- Marketing Intern** | *Venture Dock* | Palo Alto, CA (Remote) May – Aug 2025
- Produced branded event collateral (flyers, banners, invitations) and maintained brand consistency across all marketing touchpoints
 - Supported content scheduling across social platforms; collaborated cross-functionally with design, web, and content teams on OKRs and campaign timelines
 - Assisted with event planning and project coordination including action plans, vendor research, and logistics management
- Founding Marketing & Design Coordinator** | *VC Nest* | Palo Alto, CA Jul – Aug 2024
- Created the company's first brand book and designed all marketing collateral—event invites, digital banners, investor brochures, deal decks, and presentations—using Canva
 - Built and managed social media presence across LinkedIn, Instagram, and Twitter; created paid and organic content driving initial brand awareness
 - Led email marketing campaigns achieving 9–24% click-through rates; tracked and reported on campaign performance metrics
 - Launched Luma event platform and created first 3 corporate events, driving 200+ high-value attendees; trained internal team on platform use
 - Redesigned Office RnD booking app interface to align with branding—recognized by leadership as standout work that saved the platform from retirement
- Evaluation Specialist** | *Podium Education* | Austin, TX (Remote) Feb – May 2025
- Reviewed and evaluated student campaigns on Shopify, Google Ads, and Meta Ads Manager; delivered detailed feedback under tight deadlines
- Digital Marketing Trainee** | *Global Career Accelerator* | Remote Aug – Dec 2024
- Built a Shopify ecommerce site; conducted SEO keyword research and A/B testing; executed paid search campaigns on Google Ads
 - Sourced influencers and planned a global TikTok campaign; created paid and organic social content; reported on campaign KPIs
- Beauty Advisor** | *Sephora* | Austin, TX Jul – Aug 2023
- Provided personalized product recommendations and demonstrated makeup techniques in a fast-paced prestige beauty retail environment

EDUCATION

Texas State University — B.S. Digital Media Innovation, Minor: Innovation & Entrepreneurship Expected May 2026
President's List (4.0 GPA) | Dean's List | Study Abroad: SJMC Japan 2024 (Social Media Marketing & Journalism)

SKILLS & TOOLS

Marketing: Brand strategy & identity, campaign planning & execution, content creation, social media management, email marketing, influencer outreach, SEO, A/B testing, event coordination, KPI reporting

Tools: Microsoft Excel, Word, PowerPoint, Outlook | Canva | Adobe Illustrator & Photoshop | Shopify | Google Ads & Analytics | Meta Ads Manager | HubSpot | Hootsuite | Asana | Notion

CERTIFICATIONS

Adobe Certified Professional (Illustrator & Photoshop) | HubSpot Content Marketing | Hootsuite Social Media Marketing | Hootsuite Social Listening | SEMrush AI Powered Marketing | GCA Digital Marketing Certificate