

# Ellen “Ellie” Guepet

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## Education

**Auburn University** | Auburn, AL

*Bachelor of Arts in Public Relations* | Dec. 2026

- Marketing Minor
- 3.86/4.0 Overall GPA | 4.0/4.0 Major GPA
- Auburn University Dean’s List (2024-Present)

## Experience

**This Is Menopause Podcast** | Fairhope, AL

*Lead Editor | Assistant Producer | Branding Liasson* | July 2025-Present

- Produce and edit episodes that have yielded 2,000 downloads in 5 months
- Proficiency in managing episodes through different hosting sites, and with editing technology
- Designed logo and branding guidelines, and the podcast set up

**Southern Women’s Specialists** | Fairhope, AL

*Assistant Marketing Manager* | June 2023-Present

- Assist in drafting social media copy and scheduling posts accordingly
- Run meetings to discuss goals and objectives for each quarter
- Designed aspects of their website around their new branding initiative

**Biking for Babies** | Remote

*Marketing Intern* | May-July 2025

- Drafted a four month social media calendar, and carried out that calendar that tripled engagement rate
- Managed an email campaign that yielded the most sponsorships in program history
- Crafted a Press Release for the “National Ride” event and sent it with a PR kit to local news organizations

**Ross House Coffee** | Auburn, AL

*Marketing Manager* | February 2025-October 2025

- Draft social media copy, and design menu graphics
- Increased social media following by 25% in 6 months

## Involvement

**Greek Life** | Auburn, AL

*Alpha Delta Pi Philanthropy Marketing Chair* | 2024-Present

- Assist in carrying out marketing initiatives for our philanthropy events, which raised a record breaking \$100,000 for Ronald McDonald House Charities

*Pi Chi* | 2025-2026

- Communicate in high stress situations, and facilitate communication between Potential New Members, Panhellenic Council, and the chapters
- Resolving internal conflict between Potential New Members and chapters

## Key Skills

**Computer:** Proficient in all apps in the Adobe Creative Suite, Canva, Excel, Meta, Pod-bean, and Riverside software

**Certifications:** Google Analytics Certified, SEO Essentials with Semrush Hubspot Social Media Marketing Certified, Hubspot Content Marketing Certified, CITI Responsible Conduct of Research Certified

