

Elliana Wicks

Lacrosse, WI

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Professional Summary

Creative and detail-oriented digital marketing student with hands-on experience in social media management and content creation. Currently serving as Social Media Manager for a local business, specializing in brainstorming, planning, capturing, and editing content to build brand awareness and community engagement. Strong communicator with a passion for storytelling and brand voice.

Skills

- Social media management (Instagram, Facebook, TikTok)
- Photo & video content creation
- Short-form video editing
- Brand voice & storytelling
- Content planning & scheduling
- Community-focused marketing
- Google Analytics
- Creative ideation & collaboration

Work Experience

Social Media Manager

The Pilates Studio — Onalaska, WI

January 2023 – Present

Employer/Reference: Heather Happel, Owner | TheStudio@Pilatesstudiolax.com

Job Description:

- Brainstorm, plan, and execute social media content to increase brand awareness and engagement
- Capture, edit, and publish photo and video content for events, promotions, and daily marketing
- Maintain consistent brand voice across platforms
- Create content calendars and plan short- and long-term content initiatives
- Collaborate directly with the business owner to align content with business goals

Education

Digital Marketing — Western Technical College

Expected Graduation: Spring 2026

Relevant Coursework: Content Marketing, Social Media Strategy, Inbound Marketing, Marketing Analytics

Certifications

- Google Analytics Certification
- Inbound Marketing Certification
- Email Marketing Certification
- SEO Certification