

Ella Dorsey

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EXPERIENCE

National Sports Forum

San Diego, CA

Marketing & Communications Coordinator

July 2024 - Present

- Managed marketing efforts for Virtual Fall Summit, which resulted in 784 registered attendees, by communicating with speakers to get collateral, creating speaker and promotional graphics, posting on our social channels, creating digital agenda brochure, and sending targeted email campaigns
- Assisted with creating and managing monthly social media calendar
- Managed numerous social media campaigns like; 12 Days of NSF, Forum Family Features, Voices of the Forum
- Responsible for creating and scheduling social media content for NSF across LinkedIn, Instagram, and X, reaching a combined audience of over 17K followers
- Assisted with email creation for general marketing efforts
- Oversaw and managed all aspects of the 2025 SAMMY Award Competition, driving revenue of upwards of \$6,000 through marketing efforts (digital, social, and mail), award submissions, judging sessions, and participant communication. Collaborated with the AV team to execute seamless award presentations and winner announcements on-site.
- Managed and created monthly BDSE (Business of Diversity in Sports and Entertainment) Newsletter, which included Alumni Spotlights, Programming Recaps, Job Opportunities, Upcoming Events. Sent it via emails which resulted in an average of 50% opens and 5.15% clicks
- Ran BDSE quarterly webinars on Zoom, including creating and scheduling the sessions, coordinating run-throughs with speakers, and developing promotional content such as social media posts and email campaigns. Managed live chat during the webinars and ensured timely post-event uploads to YouTube.
- Worked with hired videographers to produce promotional videos for the 2025 NSF. Contributed video content, developed creative concepts with the NSF Marketing Director and CEO, and provided clear video outlines and direction to the production team

Marketing & Communications Internship

June 2023 - May 2024

- Worked in CRM system to clean, manage, and update contact lists
- Assisted with creating and scheduling social media graphics and emails to promote different NSF programs
- Assisted onsite with managing and running a graduate student case competition the NSF hosts
- Worked onsite with videographer to get attendee testimonials for future marketing purposes

Nordstrom

San Diego, CA

Retail Sales Associate

May 2022 - August 2022

- Assisted customers with locating products in store and online
- Maintained relationships with customers through follow up texts and suggestions of products
- Promoted store apparel through personal social media channels
- Maintained store appearance and organization
- Worked with managers and coworkers to problem solve technical issues and/or complex customer inquiries

Princess Polly

Student Ambassador

April 2023 - July 2023

- Created content for Princess Polly and posted on my personal social channels to promote the brand and their products
- Communicated with Princess Polly Representatives on deadlines, product selections, promotion codes, and content approval

EDUCATION

San Diego State University

San Diego, CA

BA in Communication

August 2020 - May 2024

- Lambda Pi Eta
- Gamma Phi Beta Sorority

SKILLS

Technical Skills

Canva | Adobe Creative Cloud | Google Workspace | WordPress | CRM (Keap) | Google Analytics | Zoom
Zoho Social | LinkedIn | Youtube | Instagram | X | TikTok | Excel | Word | Powerpoint

Professional Skills

Time Management | Communication | Teamwork | Creativity | Organization | Efficiency | Detail Oriented