

Ella Herman

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EDUCATION

New York University, New York, NY May 2027

Bachelor of Science in Media, Culture, and Communication

- Minor in the Business of Entertainment, Media, and Technology

Relevant Coursework: Arts Marketing; The Business of Broadway; Entertainment and Media Industries; Television Management; The Language of Film; Reporting Topics: Covering the Fashion Industry; The Culture Industries; Film: History and Form; Business Structure of the Music Industry

New York University in Florence, Florence, Italy August 2023 – May 2024

Coursework in Italian language, art, philosophy, and literature

WORK EXPERIENCE

Happy Camper Live, Remote – New York, NY September 2025 – Present

Marketing & Social Media Intern

- Achieving a 20% email click rate by crafting targeted digital campaign content
- Develop and execute a social media strategy by researching digital communication trends and audience behavior, drafting written content, and designing graphics in Canva to strengthen brand visibility and engagement
- Design marketing assets, including graphics and promotional materials, by synthesizing brand guidelines and creative direction from senior leadership, producing polished visual content across social media, email campaigns, and promotional channels

Barnes & Noble Inc., Altamonte Springs, FL / New York, NY January 2025 – Present

Senior Bookseller

- Lead a team of booksellers in customer service and merchandising, applying project management and organizational skills to oversee daily store operations
- Launch and design Sell Sheets for “Our Monthly Picks” by researching sales trends, analyzing consumer purchasing behavior, and collaborating with management to produce compelling written and visual promotional copy, driving a 50% increase in featured title sales
- Manage escalated customer inquiries and real-time floor operations, demonstrating organizational skills and problem-solving abilities to maintain a positive, productive environment during high-traffic shifts

Bookseller July 2021 – January 2025

- Guided customers through personalized book recommendations daily, drawing on extensive product knowledge and active listening to foster lasting relationships
- Executed merchandising strategies and maintained store displays according to company standards

LEADERSHIP ACTIVITIES

Zeta Tau Alpha Sorority, New York, NY September 2024 – Present

Member

- Collaborate with chapter members and campus organizations to plan and execute fundraising events supporting Breast Cancer education, research, and awareness

Nominating Committee Chair October 2025 – December 2025

- Led the Executive Council election process by designing structured interview questions and evaluating candidates against established leadership criteria
- Coordinated committee deliberations through strong verbal communication and consensus-building, resulting in the timely and transparent appointment of new chapter leadership

Vice President of Harm Reduction and Education January 2025 – December 2025

- Provided administrative support for chapter operations by coordinating logistics, maintaining organizational databases, and implementing safety protocols across events for 150+ members
- Drafted and distributed internal communications and educational messaging, developing clear written materials and facilitating open dialogue to ensure chapter-wide awareness and policy compliance

TECHNICAL SKILLS

Adobe Cloud Applications, Excel, Word, PowerPoint, Outlook, Microsoft Office applications, Google applications, Canva, CapCut, Social Media, WordPress, Wix, DTS Connex, Python