

Elle Speicher

Ligonier, PA
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Willing to relocate: Anywhere
Authorized to work in the US for any employer

Work Experience

Marketing Director

Glassautomatic, Inc - Mount Pleasant, PA
August 2016 to Present

Responsible for the sales and marketing for the whole company. Focus on developing marketing programs to support retail and re-seller sales goals. Track and analyze marketing results on a weekly, monthly and annual basis. Initiator and driver of strategic plan, which includes new business opportunities, market analysis, budget design and internal support needs. Responsible for managing the marketing team of three individual contributors and 4 sub-contractors. Reports to President.

Founding Partner/Creative Director

Smartsite Strategies - Ligonier, PA
January 2011 to August 2016

Co-founder and Creative Director of Smartsite Strategies marketing agency. Responsible for everything from marketing, strategy, to web design and new business development. Supervised a team of photographers, videographers, and graphic designers, leveraging a wide array of skill to deliver excellent client-specific results. With a focus on human-centered "design thinking," Smartsite Strategies generated over \$1 million in business within five years, and developed more than fifty websites for clients.

Web Media Manager

Atlas Economic Research Foundation - Washington, DC
June 2009 to January 2011

Designed and maintained the AtlasNetwork.org website re-design and 25th Anniversary branding initiative. Tasked with developing a team of copywriters, videographers, photographers and designers to build the growing marketing department at Atlas. Worked with a Africa focused client base, providing graphic and communications support and guidance. Areas of focus were talent acquisition, training, and goal setting.

MBM® Associate

Charles G. Koch Charitable Foundation - Washington, DC
June 2008 to June 2009

Developed curriculum for the Koch Internship program, and developed worksheets and educational materials to support readings and speakers. Coordinated calendar to bring in speakers and designed brochures and marketing materials to grow program.

Marketing Assistant

IMANI Center for Policy & Education - Washington, DC
May 2007 to June 2008

As Marketing Assistant for IMANI Center for Policy and Education, Elle honed her skills in creative design and web marketing. In addition to working with the organization for three months in Accra, Ghana, Elle represented and presented on behalf of the organization at two international conferences. She initiated the first website design, developed the logo, and created the print collateral for IMANI.

Education

BA in Political Science / Communications

Grove City College - Grove City, PA
2004 to 2008

Skills

Microsoft Office (10+ years), Adobe Creative Suite (10+ years), Wordpress (8 years), Drupal (6 years), Joomla (6 years), Final Cut Pro (8 years), Photography (10+ years), Video Editing (10+ years), Video Production (8 years), Constant Contact (10+ years), MailChimp (6 years), Google Docs (6 years), Quickbooks (4 years), Basecamp (3 years), Creative Direction (10+ years), Art Direction (10+ years)

Links

<http://ellespeicher.com/>

<https://www.linkedin.com/in/ellespeicher>

Awards

Golden Web Award

December 2013

Golden Web Award for excellence in design of www.RotaryofWestmoreland.org

Certifications/Licenses

Market-Based Non Profit Management

June 2009 to Present

Market-Based Management® (MBM®) is the engine that powers Georgia-Pacific. MBM is a holistic approach to management that integrates theory and practice and prepares organizations to deal successfully with the challenges of growth and change. The theory of MBM is rooted in the Science of Human Action and is defined by five dimensions:

Vision: Determining where and how the organization can create the greatest long-term value.

Virtue and Talents: Helping ensure that people with the right values, skills and capabilities are hired, retained and developed.

Knowledge Processes: Creating, acquiring, sharing and applying relevant knowledge, and measuring and tracking profitability.

Decision Rights: Ensuring the right people are in the right roles with the right authority to make decisions and holding them accountable.

Incentives: Rewarding people according to the value they create for the organization.

Hubspot Inbound Marketing Certification

HubSpot Academy's free Inbound Certification course consists of twelve class lectures that span the four stages of the inbound methodology. From optimizing your website, to landing page anatomy, to honing your inbound sales skills, this free certification course covers the basics of what inbound is all about.

Groups

Rotary International

July 2011 to Present

Rotary of Westmoreland is an affiliated club of Rotary International, which comprises over 1.2 million people in 22,000 clubs across the globe. Rotary of Westmoreland adopts Rotary International's Four Avenues of Service as its guiding philosophy for performing service to the community. Rotary's Five Avenues of Service consist of club service, international service, community service, vocational service, and service to youth.

The Stoneybrook Foundation

June 2011 to Present

The Stoneybrook Foundation provides a variety of equine services to individuals with a wide range of disabilities. Our students include children and adults with physical, intellectual, emotional and behavioral disabilities.