



Ellis Gentry

DIGITAL MARKETING

Details

Tyler, Texas
United States
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Links

[LinkedIn](#)

Skills

- Communication Skills
- Content Writing
- Microsoft Office
- Google Analytics
- Google Ads
- Able to manage and implement Social Media campaigns
- Data Analysis

Hobbies

Travel, Social Media, Media Editing, Youtube Content Creation, Tennis, Golf, Stand Up Comedy, JDM cars.

Profile

- Highly motivated digital marketing specialist with full certification from UT Austin McCombs School of Business. Officially trained and certified in digital marketing campaign strategy, execution, optimization and analytics. Passionate creative with experience in social media, content creation, campaign management, and business management. TCU alumni with bachelor of arts degree in International Economics with a focus in Asian markets. Former Texas state champion in speech and debate, seasoned traveler, and founder of two monetized YouTube channels.

Employment History

Digital Marketing Specialist, Austin Bank, Whitehouse, Texas

MAY 2023

- Social Media Management for 36 locations and 500+ employees
- Expertise in organic and paid online advertising with proven track record for growth.
- Adept use of Google Ads, Google Analytics, Meta Ads, and experience in traditional campaign management.
- Worked closely with top financial marketing agencies.
- Brand standards management during the first rebranding of Austin Bank in 30 years.

Assistant Service Director, Velocity Mazda , Tyler, Texas

JUNE 2022 – DECEMBER 2023

- As the Assistant Service Director at Velocity Mazda, I work daily in a managerial role requiring excellence in both client and b2b relations.
- Consistent top sales in the department, consistently grossing over \$50,000 in individual sales per month.
- Strong understanding of the automotive industry
- Fast promotion to managerial role based on strong performance
- Provided excellent customer service and achieved a high rate of client satisfaction and retention.

Gallerist & Custom Framer, Gold Leaf Gallery, Tyler, Texas

FEBRUARY 2021 – DECEMBER 2021

- As a Gallerist and Custom Framer at Gold Leaf Gallery, I worked closely with clients to provide an exceptional art-buying experience.
- Worked with top businesses in the East Texas area to procure and house art for their locations.
- Designed and created custom orders for high-level clients seeking specific details.
- Extensive experience with modern and traditional framing techniques, including glass cutting, matting, mounting, and frame construction.
- Marketing and merchandising experience in gallery space.

Gallerist & Custom Framer, Gentry Custom Frames, Austin, Texas

MARCH 2020 – JANUARY 2021

- As a Gallerist and Custom Framer for Gentry Custom Frames I worked closely with galleries, museums, and designers to provide museum quality housing for artwork.

- Designed and created custom orders for high-level clients seeking specific details.
- Trained extensively in traditional hand-framing techniques, gallery sales, and small business management.
- Experience with Microsoft office, QuiWordPresswordpress, Facebook ads manager, and Google Analytics.

Gallery Associate, Fort Worth Museum of Modern Art, Fort Worth, Texas

FEBRUARY 2018 – FEBRUARY 2019

- As a Gallery Associate, I worked closely with museum clientele in customer service, security, education, and outreach roles.
- Assisted in the planning of exhibition opening procedures
- Credited with assistance in the 2018 Takashi Murakami exhibition hosted by the Museum

Education

International Economics & Asian Studies, Texas Christian University, Fort Worth, Texas

AUGUST 2013 – DECEMBER 2018

- Bachelor of Arts in International Economics and Asian Studies
- Focus on eastern markets with extensive cultural and language research
- Additional studies in art history, world religions, and aviation economics
- TCU "Frog Camp" orientation counselor
- TCU "Connections" orientation counselor
- 2nd place TCU annual Chinese speech competition
- 1 year spent abroad in London studying international business and art markets

Digital Marketing Certificate, UT Austin McCombs School of Business, Austin, Texas

AUGUST 2022 – DECEMBER 2022

- Officially trained and certified in digital marketing campaign strategy, execution, optimization and analytics.
- Training included: Paid Search, Paid Social, Display, SEO, Web Design and Organic Content Marketing.
- Platforms included: Google Analytics, Google Ads, FB Ads Manager, Twitter, LinkedIn & WordPress.
- Graduated with 4.0 GPA from the program.