

# Ella R. Durchin

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## EDUCATION

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**The University of Oregon** Eugene, OR

*B.S. in Advertising and Journalism with a minor in Business Administration*

June 2025

**Relevant Coursework** | *Communication Law, Media History, Accounting, Economics, Media and Society, Gateway to Media, Public Confidence, Principals of Public Relations, Media and Society, Reporting, Creative Strategy, Mathematics, Marketing*

**Glenbrook South High School** Glenview, IL

June 2021

## RELEVANT EXPERIENCE

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**Aply: Where Brands Meet Creators** Houston, Texas | *Public Relations Intern*

January 2024 – Present

- Assisted in the planning and execution of events, ensuring seamless logistics and participation satisfaction
- Conducted market research to analyze to identify trends and opportunities for brand positioning
- Spearhead influencer campaigns and monitor for success
- Collaborate effectively with other interns to promote the brand and curate new campaigns each week
- Utilize analytics tools to assess the impact of PR campaign performances

**Chelsea B. Beverage Co.** Chicago, IL | *Marketing Assistant*

January 2022 – Present

- Assisted in directing and managing website curation and creative presentation
- Accounted for company desires and overall policies
- Collaborated to strategically ensure company achievement
- Advised others on marketing expertise and presented conceptual ideas

**Alpha Phi Sorority** University of Oregon | *Director of Continuous Open Bidding*

December 2022–

Present

- Increased membership with diverse and proactive promotional strategies
- Advised and facilitated sorority recruitment using strategic methods to recruit potential members
- Contacted potential members directly to introduce our organization and gauge interest in membership opportunities
- Utilized both paid and free social networking and advertising platforms - Instagram, LinkedIn, Facebook, Twitter
- Skilled in overcoming objections and conflict management and resolution
- Arranged meetings with potential members and coached team members through the recruiting process
- Drove the interview Process from start to finish - Name Generation, Sourcing, Preliminary Contact, Meetings, Extending Invitations of Membership, and Integration
- Strong organizational knowledge in recruitment and roster management

## PROFESSIONAL EXPERIENCE

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**Glenview Park District** Glenview, IL | *Event Coordinator*

June 2018 – August 2020

- Communicated with potential clients to produce event logistics and agendas
- Facilitated strict protocol measures to ensure the safety of all parties
- Executed an organized schedule by overseeing facility availability and spearheaded the training of new members

**Northshore Elite Talent Company** Glenview, IL | *Administrative Assistant*

June 2020 – August

2021

- Demonstrated flexibility in directing activities
- Kept and organized inventory and reviewed budgeting based on demand
- Communicated with clients to ensure smooth operations

## ADDITIONAL

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**Skills:** Microsoft Word, Adobe Premiere, Premiere Pro, WordPress, outgoing, communications

**Interests:** Journalism, Global Campaigns, Marketing, Business Administration, Creative Strategies, Advertising, Cinematography, Media Production

