

Ella Barrera
Lincoln, Nebraska 68508
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Empathy | Adaptability | Harmony | Woo | Positivity

EDUCATION

University of Nebraska-Lincoln
Bachelor of Arts in Journalism
Major: Advertising and Public Relations

Lincoln, NE
May 2027

Millard West High School
High School Diploma

Omaha, Nebraska
May 2023

EXPERIENCE

Of the Earth Florals

Events Clerk

Lincoln, Nebraska
October 2025-January 2026

- Coordinated and tracked operational details to ensure accurate execution of customer-facing events and timely delivery of services.
- Supported cross-functional teams by managing multiple priorities and meeting deadlines in a fast-paced, service-oriented environment.

BodyKinetix Rehab Sport and Spine

Marketing Assistant

Elkorn, Nebraska
August 2024- May 2025

- Supported multi-channel marketing campaigns by creating email and social media content aligned with business goals and consumer needs.
- Assisted in the creative development of digital marketing assets, including short-form video and podcast content, to promote services and product offerings.
- Tracked engagement metrics and audience analytics to help inform campaign timing, messaging adjustments, and content strategy.

Turner Construction

Marketing Intern

Omaha, Nebraska
May 2024- August 2024

- Collaborated with marketing team members to support campaign strategy and execution across digital platforms using Adobe Creative Suite.
- Reviewed and refined marketing materials for high-value proposals to ensure clear product messaging and alignment with strategic goals.
- Supported project planning and execution by coordinating timelines, tasks, and communication across internal stakeholders.

INVOLVEMENT

Inclusive Business Leaders

College of Business, Cohort 3

Lincoln, Nebraska
October 2025-January 2026

- Completed a year-long program learning about different ways to be inclusive in business by completing projects, volunteering, and visiting local businesses.
- Worked with local businesses in Lincoln to create employee resource guides for inclusion in the workplace.
- Built professional connections with peers and faculty through cohort events and networking opportunities.

SKILLS

Computer: Microsoft Suite, Canva, Adobe Creative Suite, Instagram and Facebook Reels, Tik Tok Analytics.