

ELLA COLAROSSO

CREATIVE ART DIRECTOR

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Creative and detail-oriented professional in advertising with a passion for visual storytelling. I bring a unique blend of honesty and humor to my work, striving to craft impactful campaigns that resonate.

Outside of my professional pursuits, I enjoy baking and painting, which inspire my creativity and provide a fresh perspective. Known for my straightforward communication style, I value kindness and collaboration in all my endeavors.

EXPERIENCE

Social Media Manager | Nolia Roots

Oct 2024 - Present

- Develop and execute social media strategies across multiple platforms
- Collaborate with clients to understand their brand voice and marketing objectives
- Create and curate compelling content tailored to target audiences and align with client goals

Digital Marketing Intern | Nolia Roots

Aug 2024 - Oct 2024

- Created engaging content for clients
- Managed social media across platforms to boost brand visibility.
- Collaborated with the team to align social media efforts with client goals.

Director of PR and Marketing | Delta Delta Delta

Apr 2023 - Apr 2024

- Developed and executed strategic content plans for all social media platforms.
- Crafted event announcements to boost participation and engagement.
- Conceptualized and created content that aligned with the chapter's established brand identity.

EDUCATION

Temple University, Philadelphia

Bachelor of Arts in Advertising: Art Direction Concentration

May 2025

GPA: 3.67

SKILLS

- Graphic design (Adobe Creative Suite, Premiere Pro, Photoshop)
- Content scheduling and posting
- Analytics and insights analysis
- Hashtag research and utilization
- Aligning content with brand values.