

Reed Russell Elenz

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Objective

To grow and utilize my skills in media strategies, creative media, web design and development, business development, and branding in ways that help a business set itself apart from the competition.

Skills

Digital Marketing | Marketing Communications | Media Strategies | Communications | Branding | Web Design and Development | WordPress | HTML | CSS | SEO (Search Engine Optimization) | Digital and Social Media Management | Buffer | Facebook and Instagram Business Manager | Photography | Videography | Photo and Video Editing | Graphic Design | Photoshop | Canva | Adobe Creative Cloud/Suite | Microsoft Office | Google Workspace | Google My Business | Advertising | E-commerce | Entrepreneurship

Education

TEXAS TECH UNIVERSITY | *Media Strategies Major & Electronic Media Minor* | Graduated May 2020

- GPA: 3.900; Summa Cum Laude | *College of Media and Communications*
- President's List: Fall 2017 - Fall 2018, Spring 2020 | Dean's List: Spring 2017 - Spring 2020
- Activities: TechCEO's (2017 - 2020); Every Nation - Campus (Spring 2017 - Spring 2020); Young Life (Fall 2016)

Professional Experience

JBGODWIN REALTORS | *Marketing and Communications Intern* | February 2021 - Present

- Assist in the management of all business social media accounts, including Facebook, Instagram, Twitter, and LinkedIn; Created an Instagram account, cleaned up, and reorganized all other social media accounts
- Manage Google My Business office listings: Duties include updating office information, replying to reviews, posting updates
- Provide assistance with the Internal Hub Website: Duties include management, development, design, and organization; Help with website management, web development, web design, SEO, company blog, and agent websites
- Help manage the businesses Customer Relationship Management (CRM) System, MoxiWorks
- Provide general office, technology, and IT support

HONKENBONKERS, LLC | *President & CEO* | January 2015 - Present

- Created a web-based business promoting my newly coined word, "Honkenbonkers", which *means* awesome and amazing; Trademarked: September 2015; Promoted word through open-source dictionaries, where it was discovered and declared a "Word to Watch in 2015" in the Wall Street Journal by linguist/reporter Ben Zimmer
- Developed www.honkenbonkers.com using WordPress to increase its online presence and brand awareness; Co-created the logos, site and merchandise designs using Adobe Illustrator and Photoshop
- Developed, organized, and managed the business and website; created social media and blog content; designed, sold, and shipped merchandise. *Skills acquired include:* entrepreneurship, web design and development, graphics design, writing, photography, debit/credit accounting, salesmanship, and organization

OTHER:

- **Ranch Water Film** | *Locations Manager, Production Assistant* | November 2020 | Assisted the producer, director, and 16 member cast and crew with wireless network/internet setup and maintenance, location lighting, and supply deliveries.
- **Adobe** | *Student Ambassador* | October 2018 - August 2019 | Planned, promoted, and hosted Adobe product trainings and workshops at Texas Tech; Raised awareness of Adobe Creative Cloud among students on campus and through social media
- **Austin Sports Medicine** | *Administrative Assistant* | Summer 2016 | Provided general office assistance, tracked and improved website SEO, and managed physical and electronic records

Certificates: Google Digital Garage-Fundamentals of Digital Marketing (2021); ADOBE Photoshop & Autodesk Inventor (2015)

Honors, Activities, Skills, & Interests

- College Honors: Kappa Tau Alpha; Golden Key International Honour Society; Gamma Beta Phi Honor Society; Phi Kappa Phi; National Society of Collegiate Scholars - These organizations recognize excellence in scholarship, leadership, and service
- Attended Envision's: International Scholar Laureate Program (ISLP) with George Mason University (2018), a ten-day study abroad in Australia for Business and Entrepreneurship which included lectures, group work, and a product pitch to 3M; National Youth Leadership Forum (NYLF) in Technology & Innovation (2015) and NYLF Engineering & Technology (2014)
- High School Honors: All-American Mascot (2015-2016); Top 25 Maroon Society Award (2016)
- Volunteer work: Business sponsor of annual Central Texas Dyslexia Conference (2015-2018); The Settlement Home for Children Community Youth Council member; Tarrytown United Methodist Church volunteer: Guatemala Mission Trip (2013)
- Interests: Off-roading, Jeeps, Computers, Technology, Linux, Raspberry Pi, Camp Longhorn camper/counselor, Outdoors, Hunting, Drumming, Swimming,