Elliot Russell

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EDUCATION

Marquette University- Bachelor of Science in Business Administration, Milwaukee, WI   May 2026
GPA: 3.36 / 4.00
Major: Marketing & Information Systems **Minor:** Digital Media

PROFESSIONAL EXPERIENCE

OWNER, Good Eats Sandwiches, Milwaukee, WI   Aug 2024 – Present
- Secured LLC, EIN, and permits to establish business operations.
- Evaluated food industry markets to ensure pricing is competitive and profitable.
- Boosted brand awareness through local business partnerships & sponsoring basketball league with 50 + participants.
- Developed marketing plans targeting 2 college campuses and 3 inner-city markets.
- Created brand guidelines, including designing 2 logos, color schemes, typography, and tone.

MARKETING INTERN, Pete's Pops, Milwaukee, WI   Oct 2023 – Present
- Increased social media followers by 1,100+ through targeted content strategies.
- Analyzed competitors to identify market gaps and improve competitive positioning.
- Led multimedia content creation for 8 product launches, including written, video, and image assets.
- Conceptualized "Pete's Passport" promotion, creating visuals aligned with brand identity.

RELEVANT COURSEWORK

Calypso Consulting Competition
- Analyzed data sets to create customer personas, content, planning strategies, and identify key influencers for presentation to company stakeholders.
- Led content research utilizing engagement rates and market trends to make data-driven recommendations.

Restaurant Database
- Was a part of a team that designed and developed an SQL-based online ordering platform for a client managing 30 restaurants across 5 cities, supporting operations, decision-making, and member behavior analysis.
- Assigned to conceptualize ER Diagram and break down the system into 1NF, 2NF, and 3NF.

Academic Records Management System
- Was a part of a team that developed a C# console-based Student Records Management System to manage student data with dynamic grade calculation, validation, and object-oriented design.

Physical Therapy Appointment System
- Experience with relational database development on MS-Access. Was part of a team that constructed a working database that keeps track of training appointments for Marquette athletics physical therapy.

SKILLS

Marketing/Digital Design Software: HubSpot, Adobe CC Suite, Procreate Animation, Canva, MailChimp
Programming Languages: Python, SQL, C#, MS Access
Work Software: Microsoft Office Suite, Microsoft Teams
Certificates: HubSpot Inbound Marketing, Introduction to PowerBi, Good Eats Sandwiches LLC

AWARDS

Dorm Fund Recipient, Marquette University   Oct 2024
- Awarded $2,500 for presenting the business model, financial logistics, marketing plan, and growth strategy of Good Eats Sandwiches.

LEADERSHIP & ACTIVITIES

Club Basketball Team (VP/ Coach) || NCAA Marquette Basketball Practice Player || Marketing Club || Minorities in Tech

Versatile skill set, invested worker, creative, ability to think outside the box, detail-oriented, effective communicator, team-player, problem solver, personable, energetic, leader

References available upon request