



# Ellison Abel

PUBLIC RELATIONS

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## Dear Hiring Manager,

I am in the final year of my Public Relations degree at the University of Texas at Austin, where I've been fortunate to immerse myself in a program that blends traditional PR principles with the latest in digital communication and AI. This unique education has not only broadened my perspective but has also equipped me with the tools to navigate and excel in the multifaceted world of modern communication.

During my tenure at CustomerX.i, I took on the challenge of translating complex product offerings into compelling narratives. I spearheaded the development of sales materials and investor pitch decks that went beyond mere presentations—they told a story, one that engaged potential clients and investors alike, showcasing our products' value and our company's vision. This experience solidified my belief in the power of storytelling as a pivotal element of effective sales and marketing strategies.

But my role at CustomerX.i was more than just about creating content. It was about understanding our audience deeply—what drives them, what they value, and how our technology could meet their needs. With this understanding, I was able to tailor our messages to resonate more profoundly, whether through social media campaigns, direct client communications, or strategic investor discussions. These efforts not only bolstered our brand's reputation but also directly contributed to our bottom line.

As I prepare to step into the professional world, I'm eager to apply my blend of strategic communication, digital marketing savvy, and proven sales skills to a role within your organization. I am enthusiastic about the opportunity to contribute to your team's success. I am committed to leveraging my skills to support your company's goals, driving growth, and enhancing brand reputation through both innovative communication strategies and solid sales techniques.

Thank you for considering my application. I look forward to the opportunity to discuss how my background, passion, and vision for public relations can align with the exciting work being done at your company. I am excited about the possibility of contributing to your team and am ready to bring fresh ideas and a strong commitment to excellence to your esteemed company.

Warm regards,

**Ellison Abel**

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## PUBLIC RELATIONS

As a Public Relations senior at the University of Texas at Austin, I combine traditional PR principles with digital innovation, ready to make a significant impact in dynamic communication landscapes. My experience at CustomerX.i, developing sales materials and strategic communications, has honed my ability to craft compelling narratives that drive engagement and growth. Eager to leverage my skills in a forward-thinking organization, I bring creativity, strategic insights, and a passion for storytelling to enhance brand reputation and foster meaningful connections.



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## SKILLS

- Strategic Communication
- Media Relations
- Digital Marketing
- Data Analysis
- Content Creation
- Team Collaboration
- Large Language Models (LLMs)

## EDUCATION

### SECONDARY SCHOOL

The Awty International School

2017-2021

### BACHELOR OF SCIENCE IN PUBLIC RELATIONS

The University of Texas at Austin

2021-2024

## LANGUAGE

English

Spanish

## CERTIFICATES

### Certified in Media Relations

Muck Rack Academy

Completed: January, 2024

### Certified in Social Media Marketing

Muck Rack Academy

Completed: January, 2024

## EXPERIENCE

### MARKETING & PUBLIC RELATIONS INTERN

CustomerX.i

June 2023 - Present

- Transformed complex consumer insights into persuasive sales materials and engaging investor relations narratives.
- Led the creation of press materials for high-profile partnerships, aligning strategic messaging with brand values.
- Developed targeted social media content and produced in-depth analytical reports for leading fast-food chains, demonstrating the impact of content on consumer perceptions and business outcomes.
- Collaborated closely with the CEO, providing critical support in strategy development and execution.

### SOCIAL MEDIA MANAGER

19th Hole Wine Tours

August 2021 - March 2022

- Managed the organization's Instagram account and online presence, engaging a diverse tourist audience.
- Provided valuable information to tourists, enhancing their experience and satisfaction.

### INTERN

Texas Capital Bank

February 2020 - March 2020

- Organized files, spreadsheets, and reports, enhancing operational efficiency.
- Engaged directly with customers to provide information, demonstrating strong communication and service skills.
- Completed research, compiled data, and produced reports, supporting the bank's strategic initiatives.