

Ellie Michaelis

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EDUCATION

The Ohio State University, Max M. Fisher College of Business

Columbus, OH

Bachelor of Science in Business Administration

May 2026

- **Specialization:** Marketing | **Minors:** Business Analytics and Fashion and Retail Studies
- 2026 Max M. Fisher College of Business Pace Setter Award Recipient

EXPERIENCE

The Ohio State University Department of Athletics

Columbus, OH

Marketing and Fan Experience Intern

August 2024 – May 2026

- Led interns in the execution of 55+ athletic events while cross collaborating to deliver engaging game experiences
- Executed activations and in-game promotions while ensuring obligations were delivered accurately and on time
- Evaluated promotional campaigns and fan engagement initiatives to identify and recommend future improvements
- Coordinated promotional assets and marketing elements across departments to ensure seamless event execution
- Assisted in-arena fan engagement initiatives across 4 games during the 2025 B1G Men's Ice Hockey Tournament

Men's Ice Hockey Lead

October 2025 – March 2026

- Managed live game presentation by monitoring promotions, entertainment elements, and production timelines
- Supported operations, activations, and sponsor fulfillment by coordinating logistics across multiple departments
- Developed game scripts coordinating PA reads, video board elements, music, entertainment cues, and presentation

Randa Apparel & Accessories, Haggard Clothing Co.

Dallas, TX

Marketing Intern

June 2025 – August 2025

- Conceptualized brand activations for the Pro Football Hall of Fame Game, aligning objectives with fan engagement
- Conducted analysis of 10+ competing brands' digital strategy, to identify engagement trends and performance
- Defined activation concepts tied to partnership objectives, focusing on engagement and measurable outcomes
- Proposed campaign recommendations supporting brand awareness, fan engagement, and partnership objectives

RELATED EXPERIENCE & LEADERSHIP

The Fashion Production Association

Columbus, OH

Co-President

May 2024 – May 2026

- Oversaw communications, fulfillment, and event logistics for the organization's annual show and special events
- Mentored successor leadership by providing guidance and resources, for smooth organizational transitions
- Delegated responsibilities across a 20-member executive board, aligning individual strengths with project goals
- Directed completion of yearly audit comprised of incomes and expenses, to ensure accurate and concise reporting
- Organized and led multiple weekly meetings, totaling over four hours per week, to ensure effective communication
- Built partnerships with campus departments, businesses, and organizations to secure sponsorships and resources

The Ohio State University, Max M. Fisher College of Business

Columbus, OH

Teaching Assistant | Industry Immersion: Business of Sports

September 2025 – December 2025

- Provided analytical feedback on data interpretation, sensitivity analysis, and reporting accuracy of student projects
- Evaluated data-driven projects analyzing RPI sensitivity metrics across collegiate sports using Excel-based models

PROJECTS

Fashion Scholarship Fund

Columbus, OH

2026 Applicant | Business Strategy Case Study: Haggard x Detroit Red Wings

July 2025 – October 2025

- Developed marketing strategy featuring game day activations, community initiatives, and branded fan experiences
- Created sponsorship activation concepts for promotions and community events aligned with partner objectives
- Established KPI frameworks to evaluate partnership performance, fan engagement, and sponsorship effectiveness

SKILLS

Technical: Microsoft 365, Canva, Shoflo, 7Point, R Studio, Lightroom, Photoshop, Illustrator, Google Analytics