

ELLEN DOEPKE

DIRECTOR OF SOCIAL MEDIA & DIGITAL STORYTELLER

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 Lansing, MI

PROFILE

Director of social media for one of higher education's top social media presences

Award-winning digital storyteller with more than a decade of experience in social media management and strategy, creative writing and copy editing

EDUCATION

BACHELOR OF SCIENCE

Central Michigan University

Journalism: News Editorial

History

2009

EXPERIENCE

DIRECTOR OF SOCIAL MEDIA

Michigan State University, East Lansing, MI | University Communications

March 2013 – Present

I oversee the institutional social media accounts and act as the university's official voice to an audience of more than a million followers across the world.

- Develop and execute university social media strategy and editorial calendar
- Plan, produce and post content that connects global audience to university brand
- Manage and educate campus-wide social media communications group
- Evaluate and implement social media trends and emerging platforms
- Monitor and identify interactions, issues and crises that require official response

SOCIAL MEDIA MANAGER/CONTENT WRITER

Alma College, Alma, MI | Communication and Marketing

October 2009 – March 2013

AWARDS

2021 MI ADDYS SILVER

2020 CASE PLATINUM

2020 TELLY GOLD

I told the college's story through written content on both digital and print mediums and established and managed its social media presence.

- Interviewed sources and wrote copy for official website, media release and family of publications
- Established and oversaw university social media accounts and editorial strategy
- Spearheaded a web project of hundreds of written storytelling profiles
- Managed social media promotions, campaigns and crises
- Advised on best social media practices and analytics