



ELLEN DOEPKKE

DIRECTOR OF SOCIAL MEDIA & DIGITAL STORYTELLER

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 ellendoepke.com

 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

EXPERTISE

Digital Storytelling
Social Media Management
Editorial Strategy
Creative Writing
Project Management
Crisis Communications

AWARDS

2021 MI ADDYS SILVER
2020 CASE PLATINUM
2020 TELLY GOLD

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

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