Ella Zaputil

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Education:

The University of Iowa, Iowa City, IA   Anticipated Dec. 2025
BBA, Business Analytics & Information Systems
Event Management Certificate
- o GPA: 3.9/4.0
- o Dean's List | Spring 2023 - Spring 2025

Employment:

Absolute Cleaning Systems, Albia, IA   Sep. 2024 - Present
Social Media Manager
- o Designed and scheduled photo and video content using Canva and CapCut to enhance brand visibility and increase lead generation across Facebook and LinkedIn
- o Analyzed engagement metrics and demographics using Meta Business Suite to improve targeting and optimize content strategy

Tippie College of Business, West Suite, Iowa City, IA   Aug. 2024 - Present
Student Office Assistant & Event Team Lead
- o Coordinated events for the Business Analytics, Accounting, and Management departments, managing catering orders, setup and teardown, and day-of logistics
- o Collaborated with 50+ faculty members across departments, providing administrative support and strengthening relationships

ZERO Connect, Albia, IA   May 2025 - Aug. 2025
Marketing Intern
- o Revitalized company product and marketing materials to ensure cohesive brand identity across print and digital assets
- o Managed multi-platform social media strategy on Instagram, Facebook, X, and LinkedIn, driving a 40% increase in followers and 300% growth in post reach
- o Partnered with sales and operations teams to align marketing campaigns with product availability and customer engagement goals

Albia Chamber Main Street, Albia, IA   Mar. 2023 - Jan. 2025
Events & Promotions Coordinator
- o Managed all digital communications through social media, website updates, newsletters, and press releases, sharing accurate and engaging content for community events and local businesses
- o Created communication schedules and content calendars, tracking engagement data to measure campaign success and ROI
- o Planned, executed, and promoted major community events with cross-functional committees, vendors, and board members

Relevant Projects & Experience:

CIVCO, *Data Analytics Client Project*   Fall 2025
- o Applied Agile methods to analyze CIVCO chargeback data, build a Power BI dashboard, and automate auditing processes to improve data accuracy and efficiency

Digital Product Management, *Course Project*   Fall 2025
- o Developed a personal portfolio website using HTML, CSS, Azure and accessibility best practices, applying Agile principles to create an engaging and user-friendly digital product