

ELANTA P. SLOWEK

linkedin.com/in/elantaslowek
elantaslowek@gmail.com
(773) 822-1798

Strategic communications and marketing professional with 8 years of experience in content creation, brand strategy, and audience engagement. Demonstrated expertise in crafting compelling narratives, managing multi-channel campaigns, and driving community-centered initiatives. Passionate about advancing equity, innovation, and storytelling to create impactful connections across diverse audiences.

EXPERIENCE

CREATIVE MARKETING MANAGER

Blounts and Moore | Market 96 / IL / August 2023 - Present

- Increased brand visibility by 30% through strategic digital marketing campaigns and content creation.
- Directed email campaigns achieving a 7% conversion rate and generating over \$500K in revenue.
- Managed external agencies for paid media, SEO/SEM, and email marketing to align with brand goals.
- Spearheaded A/B testing initiatives for email campaigns and digital ads, improving ROI by 25%.

CONTENT CREATOR & SOCIAL MEDIA MANAGER

Fresh Content Society / IL / Nov 2022 - July 2023

- Developed and executed multi-channel campaigns for brands under Green Thumb Industries, resulting in a 10K increase in Instagram followers.
- Produced and managed content for product launches and influencer collaborations, boosting audience engagement.
- Utilized tools like Sprout Social and Meta Analytics to track and refine performance metrics.
- Drove content strategies tailored to brand identity, increasing digital reach by 18%.

MEDIA MANAGER

Chicago NORML / IL / July 2021 - November 2022

- Grew social reach by 280% and increased email open rates by 25%, driving a 1.2K growth in followers through strategic campaigns.
- Managed culturally relevant content creation, building trust and fostering relationships within diverse communities.
- Coordinated multi-channel promotional materials for events, resulting in an 8% increase in attendance and engagement.
- Partnered with advocacy groups to amplify storytelling efforts, creating compelling narratives to support organizational goals.

MEMBER RELATIONS AND DIGITAL CONTENT MANAGER

Polish American Chamber / IL / May 2021 - November 2022

- Collaborated with stakeholders to build partnerships that amplified brand presence across Polish-American communities.
- Produced and distributed culturally resonant promotional materials to highlight the Chamber's initiatives and events.
- Spearheaded campaigns to increase membership engagement by 15% through tailored digital content strategies.

ADDITIONAL EXPERIENCE

- 2022-2024 CannaTech Ventures Marketing Board
- 2020-21 Manifold: Business Analyst Associate
- 2018-19 U.S. Dept. of State: Fulbright Scholar (PL)
- 2018-19 Carthage College Comms. Associate (GA)
- 2017-18 Point B Communications Ad Intern

FREELANCE CONSULTING

- Directed marketing strategies for diverse clients, enhancing brand identity and engagement with a 20% increase in social and digital reach and improved ROI

EDUCATION

CERTIFICATE, DIGITAL CONTENT MANAGEMENT

Northwestern University (IL) / 2021 - 2023

Courses: Visual storytelling, digital media & society, visual communication, project management

MASTER'S DEGREE, BUSINESS DESIGN & INNOVATION

Carthage College (WI) / 2018 - 2019

Advanced focus on strategic design thinking, innovative problem-solving, and business transformation strategies.

Excelled in the following courses: marketing strategy, disruptive innovation, and strategic market analysis

BACHELOR'S DEGREE, MARKETING & GRAPHIC DESIGN

Carthage College (WI) / 2014 - 2018

Thesis: Marketing to the Future of Multiracials & Other Minority Segments: Changing American Demographics

Extra Curricular: Cum Laude, Celebration of Scholars Presenter, 4x T&F All-American

TECHNICAL SKILLS

- Digital Marketing: SEO/SEM, Social Media, Email Campaigns, PPC
- Tools: Sprout Social, Google Analytics, Adobe Creative Suite, Canva
- Campaign Management: A/B Testing, Automation, Data Analysis
- Platforms: Instagram, LinkedIn, HubSpot, WordPress

LEADERSHIP SKILLS

- Cross-functional team collaboration
- Strategic planning and go-to-market execution
- Problem-solving in fast-paced environments
- Community engagement and brand building

LANGUAGES

Polish: Intermediate/working oral proficiency

PROGRAMS

