

Reed Russell Elenz

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Objective

To grow and utilize my skills in media strategies, creative media, web design and development, business development, and branding in ways that help a business set itself apart from the competition.

Skills

Communications | Web Design and Development | WordPress | Branding | Entrepreneurship | E-commerce | HTML | CSS | SEO (Search Engine Optimization) | Photography | Videography | Editing | Graphic Design | Photoshop | Illustrator | After Effects | Premiere Pro | Digital Media | Social Media

Education

TEXAS TECH UNIVERSITY | *Media Strategies Major | Electronic Media Minor* | Graduated May 2020

- GPA: 3.900; Summa Cum Laude
- President's List: Fall 2017 - Fall 2018, Spring 2020
- Dean's List, *College of Media and Communications*: Spring 2017 - Spring 2020
- Activities: TechCEO's (2017 - 2020); Every Nation - Campus (Spring 2017 - Spring 2020); Young Life (Fall 2016); Helping Hand Home for Children, Austin, Texas: Escort for the 2017 Crystal Ball
- Attended an International Scholar Laureate Program (ISLP) with George Mason University: Ten-day study abroad opportunity in Australia for Business and Entrepreneurship. Included lectures, group work, and a product pitch to 3M

Professional Experience

HONKENBONKERS, LLC | *President & CEO* | January 2015 - Present

- Created a web-based business promoting my newly coined word, "Honkenbonkers", which *means* awesome and amazing; Trademarked: September 2015; Promoted word through open-source dictionaries, where it was discovered and declared a "Word to Watch in 2015" by linguist/Wall Street Journal reporter Ben Zimmer
- Developed, organized, and managed the business; formed a Limited Liability Company (LLC)
- Developed the website, www.honkenbonkers.com, to increase its online presence and awareness of the word
- Co-created the logos, site designs, and merchandise designs using Adobe Illustrator and Photoshop
- Managed the website; created social media and blog content; designed, sold, and shipped merchandise in person and online; sold online advertising
- Skills acquired include: entrepreneurship, web design and development, graphics design, writing, photography, debit/credit accounting, salesmanship, and organization

RANCH WATER FILM | *Locations Manager, Production Assistant* | November 2020

- Assisted the producer, director, and 16 member cast and crew with wireless network/internet setup and maintenance, location lighting, and supply deliveries.

ADOBE | *Student Ambassador* | October 2018 - August 2019

- Planned, promoted, and hosted six Adobe product trainings and workshops on Texas Tech Campus
- Raised awareness of the Adobe Creative Cloud among Texas Tech students on campus and through social media

AUSTIN SPORTS MEDICINE | *Administrative Assistant* | Summer 2016

- Provided general office assistance, tracked and improved website SEO, and managed physical and electronic records

Honors

- College: Kappa Tau Alpha; Golden Key International Honour Society; Gamma Beta Phi Honor Society; Phi Kappa Phi; National Society of Collegiate Scholars - These organizations recognize excellence in scholarship, leadership, and service
- High School: All-American Mascot (2015-2016); Top 25 Maroon Society Award (2016), based on grades, spirit, and school involvement; Carson Starkey Memorial Scholarship; Austin Council of PTA Scholarship

Other Skills & Interests

- Certified in: ADOBE Photoshop and Autodesk Inventor
- Participant: Envision's National Youth Leadership Forum in Technology & Innovation and Engineering & Technology
- Volunteer: Business sponsor of annual Central Texas Dyslexia Conference (2015-2018); The Settlement Home for Children Community Youth Council member; Tarrytown United Methodist Church volunteer: Guatemala Mission Trip, Youth Band drummer, Pumpkin Patch, and Garage Sale