

# ANN EHINGER

anehinger@gmail.com · 260-414-8334 · Indianapolis, IN

Marketing professional with 10+ years experience managing a diverse portfolio of projects in the non-profit, technology, and creative agency space. Creative and flexible team player with strong interpersonal skills and ability to build effective working relationships with individuals at all levels of an organization.

## PROFESSIONAL EXPERIENCE

### MARKETING CONSULTANT, Freelance, January 2019-present

- Consult with small businesses and non-profits to create and implement digital marketing strategies
- Perform marketing audits that include analysis of current marketing mix, metrics, and implementation processes

### ENROLLMENT MARKETING MANAGER, Butler University, Indianapolis, IN, May 2018–December 2018

- Managed multiple robust marketing campaigns through a CRM system; daily responsibilities ranged from building, writing, and sending mass communications to writing queries and reports
- Developed and project managed impactful digital and print communications including emails, landing pages, microsites, direct mail, viewbooks, social content, etc. for the entire enrollment funnel

### ACCOUNT MANAGER, Butler University, Indianapolis, IN, July 2016–May 2018

- Served as marketing manager for five of the six colleges that make up Butler University to develop and execute marketing plans including PR, print, and digital tactics
- Provided creative team with clearly defined project briefs to effectively meet project goals while tracking progress in project management system

### MARKETING AND COMMUNICATIONS SPECIALIST, Butler University, Indianapolis, IN, October 2015–July 2016

- Provided administrative support to the Marketing and Communications leadership team
- Responsible for management of marketing and communication budget (3+ million)

### PROGRAM COORDINATOR, Desmond Tutu Center, Butler University, Indianapolis, IN, 2014–2015

- Created the center's website and managed all marketing including digital, print, and PR
- Project managed all aspects of programming including guest lectures, community events, student initiatives, and community partnerships

### MARKETING ANALYST, Apparatus, Indianapolis, IN, 2013–2014

- Conducted planning and execution of content strategy to build the Apparatus brand story
- Served as bridge between creative and sales to build marketing collateral

### ACCOUNT COORDINATOR, Silver Square Inc., Carmel, IN 2012–2013

- Managed client projects from start to finish; monitored scope, workload, and budget changes
- Wrote, edited, and proofed copy to translated complex concepts into readable, digestible portions

### EDITORIAL ASSISTANT, Indiana General Assembly, Indianapolis, IN 2011–2012

- Proofed, edited, and processed legislative documents for the Indiana General Assembly
- Met short deadlines while maintaining accuracy for extended periods of time

## EDUCATION

UNIVERSITY OF SAINT FRANCIS, FORT WAYNE, IN

Bachelor of Arts in Communication with Public Relations concentration, 2008–2011

Graduated Magna Cum Laude 3.8