Elle LaFontan

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EDUCATION

University of Miami **Coral Gables, FL**
Bachelor of Business Administration in Marketing, Minor in Artificial Intelligence *Expected May 2028*
GPA: 3.6 / 4.0 | ACC Honor Roll Student-Athlete

PROFESSIONAL SUMMARY

Division I student-athlete and Marketing student with a minor in AI, bringing a strong work ethic, creativity, teamwork and communication skills developed through hands-on work experience. Experienced in social media strategy, content planning, and brand development. Easy to work with and eager to grow in real-world marketing.

WORK & LEADERSHIP EXPERIENCE

Orange Umbrella, University of Miami **Starting Spring 2027**
Digital Designer

- Selected to join the digital design team at Orange Umbrella, the University of Miami's student-run, professionally led creative agency serving real-world clients.

University of Miami Athletics Department **Coral Gables, FL**
Content Marketing Assistant *Fall 2026–Present*

- Partnered with the Sports Information Director to plan and produce social content for the University of Miami Rowing, covering race days, training, and athlete culture across Instagram and TikTok
- Built a content planning system in Excel with a content calendar, shot lists, platform posting windows and an engagement dashboard, making workflow easier from shoot days to SID approval for publishing
- Developed 8 content pillars, including race days, training sessions, athlete spotlights, academics, behind-the-scenes content and team activities to keep the feed balanced and reach recruits, students, and alumni
- Focused on shaping and elevating the team's brand identity following its first NCAA Championship berth in program history, presenting Miami Rowing as a rising, nationally competitive program

Hillstone Restaurant Group **Coral Gables, FL**
Server *February 2026–September 2026*

- Delivered elevated, detail-oriented service in a high volume, upscale dining environment while efficiently managing multiple tables and consistently meeting brand and guest expectations
- Operated effectively under high-pressure conditions, demonstrating strong time management, prioritization, and problem-solving skills while collaborating with the team to maintain service standards

The Clubhouse **Westport, CT**
Sales & Marketing Intern *May 2025–August 2025*

- Served as a client-facing representative during high-end events, professionally managing customer inquiries, requests, and feedback to ensure a positive customer experience
- Coordinated and supported upscale events for 200+ guests, applying consultative communication and service-oriented sales techniques that contributed to a 30% increase in off-season revenue
- Collaborated with management to implement improvements to service processes and customer experience initiatives, prioritizing accuracy, consistency, and brand standards

Westport Parks and Recreation **Westport, CT**
Swim School Manager *June 2022–August 2024*

- Managed a summer swim school of 200+ swimmers under the oversight of the town committee
- Led the team's efforts to create a successful summer while increasing registration by 30% year over year
- Hired over 30 seasonal staff members and supervised 18 swim instructors across eight-week programs

SKILLS, ACTIVITIES & INTERESTS

Certifications: Google Ads Display Certification, AI Search Operating System Certification, AI Fluency: Framework & Foundations, Introduction to Python, SEO Toolkit Crash Course Certification
Technical: Microsoft Excel, Adobe Photoshop, Premiere Pro, Illustrator, Squarespace, Salesforce, WSI Max, GA4, HubSpot, Meta Ads Manager, Microsoft Office Suite
Core Skills: Professional communication, teamwork, attention to detail, brand strategy, content creation
Activities: University of Miami Division I Rowing; Miami-Dade Animal Shelter Volunteer