



ABOUT ELLEN

Ellen Neiers' experience writing in various genres, managing social media and her ability to relay key messages and maintain strong relationships with partners make her an asset to Capture Sports Marketing and its clients.

While at Capture, Neiers has been involved in a variety of public relations, event and design projects. One of these projects involves coordinating the marketing efforts for the Vince Lombardi Cancer Foundation, which includes media outreach and creating a strong social presence. She is responsible for producing sponsorship decks, paid ads, media advisories, news releases and social media content for events. The development process includes drafting copy and editing and laying out the design. Neiers has a comprehensive understanding of how to utilize the brand and key messages to reach the appropriate audiences.

At Capture Neiers also leads management of social media platforms for varying clients. This includes researching the clients' industry trends and competitors, creating strategic social media plans, producing monthly copy and branded images and well as analyzing the impressions and overall reach to optimize content. She understands the importance of brand voice and platform choice in order to best deliver the client's message to garner optimal awareness and interaction.

ELLEN NEIERS

*MARKETING & PR
COORDINATOR*

In her fourth year of undergraduate studies, Neiers along with five other classmates organized, managed and created a six-month campaign for the non-profit organization, Navy Pier. The goal of this project was to present a unique campaign idea that would increase local visitors to Navy Pier who were between the ages of 18 to 25. Neiers was primarily responsible for producing and editing the plan book that was presented during a final presentation in front of four panel judges, including professionals from Navy Pier, Epic Creative, Bader Rutter and Marquette University. Main duties included having a large role in the writing, editing and design portions of the project. Out of eight teams, Neiers' team was named in the top two of the class.

Neiers received her B.A. in public relations and writing-intensive English from Marquette University.

While a student at Marquette, Neiers was involved in the nonprofit organization Big Brothers Big Sisters. She assisted in schoolwork and engaged in fun activities with her Little Sister weekly for three years.

When not working, Neiers enjoys spending time with her family and friends, cooking and going for swim when she gets the chance.