



# Sundra Elle Rosse-Surlet

📞 972-768-4074 ✉️ [sundraelle@gmail.com](mailto:sundraelle@gmail.com)

 <https://www.linkedin.com/in/ellerosse/>

View my online resume at  
[www.elleresume.com](http://www.elleresume.com)

Dear Hiring Manager:

I am excited to apply for the Marketing Specialist position at Davey & Krista. With a strong background in marketing and entrepreneurship, I bring a unique combination of strategic planning, creative content development, and hands-on experience to support your team's marketing initiatives.

As the owner of my own marketing company, I developed and executed comprehensive marketing plans that helped clients elevate their brand presence and achieve measurable results. My expertise lies in writing compelling content for blogs, email campaigns, and social media, as well as crafting messaging that resonates with target audiences. By aligning creative strategies with business objectives, I consistently delivered impactful marketing solutions tailored to each project's goals.

In previous roles, I successfully managed multiple campaigns simultaneously, demonstrating strong organizational skills and attention to detail. My ability to meet deadlines and prioritize effectively ensures that all aspects of a marketing plan are executed seamlessly. I thrive in collaborative environments, contributing fresh ideas and ensuring open communication to achieve shared success.

I am enthusiastic about the opportunity to bring my marketing experience and passion for storytelling to Davey & Krista. I would love to discuss how my skills align with your team's needs and how I can contribute to your ongoing success.

Thank you for considering my application. Please find my resume attached for your review, and feel free to contact me at 972-768-4074 or [sundraelle@gmail.com](mailto:sundraelle@gmail.com). I look forward to the opportunity to contribute to your team.

Sincerely,

Sundra Elle Rosse-Surlet



SUNDRA ELLE ROSSE-SURLET

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## EDUCATION

### **ASSOCIATES - AA**

Collin College  
2021 - Current

## SKILLS

### **Writing**

Express and communicate ideas clearly, edit and proofread documents, press releases, social media posts, copywriting, article and blog writing.

### **Marketing**

Utilize SEO successfully, email marketing, marketing plan and creation, product development and launch, social media marketing.

### **Administration**

Executive support, office management, spreadsheets and reports, staff management and supervisory, property management, travel coordination, event management, calendar and schedule management, bookkeeping, and data entry.

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## PROFILE

Diligent and accomplished professional with a proven track record of over 15 years in marketing and office management. Recognized for consistently delivering exceptional results and driving organizational success. Now actively pursuing a compelling opportunity to employ my versatile skill set in optimizing operations, and empowering executive decision-making.

## EXPERIENCE

**Business Manager**, Sunnyvale Dance Academy  
Sunnyvale, TX | 2024

- Supervised front office staff and efficiently tracked employee hours, ensuring accurate payroll processing by maintaining detailed spreadsheets.
- Revamped and maintained the Wix website, ensuring parents had up-to-date information on class schedules, changes, and special announcements.
- Streamlined operations by managing and updating the CRM system (Jackrabbit), optimizing data accuracy and client communication.
- Processed and managed client billing, including incidental charges, recital fees, and office concession sales, ensuring accurate and timely transactions.
- Developed and implemented a comprehensive evaluation system for front office staff to enhance performance feedback and growth opportunities.
- Designed and introduced streamlined front office procedures to improve operational efficiency and customer service.

**Marketing Coordinator**, NRG Realty Group  
Irving, TX | 2023 - 2024

- Coordinated the management of diverse social media platforms, including LinkedIn, Facebook, Twitter, & Instagram, overseeing end-to-end operations from content creation to analytics tracking.
- Crafted and executed influential digital marketing strategies, elevating brand visibility, driving lead generation, and fostering sales expansion.
- Produced attractive digital marketing collateral such as graphics, videos, and written content to bolster campaigns across multiple channels, leveraging tools like Adobe Creative Cloud and Canva.
- Conducted meticulous analysis of marketing initiatives and social media performance metrics, harnessing data insights to fine-tune strategies and optimize outcomes. Used Hootsuite and Loomly.
- Initiated and managed a dynamic blog, curating compelling content to resonate with the target audience and drive engagement.
- Familiar with REthink CRM (Salesforce for Commercial Real Estate)

**Administrative Assistant**, Farmersville High School  
Farmersville, TX | 2015 - 2021

- Acted as a central point of contact for information and inquiries on school-related matters. Prepared and distributed a wide range of correspondence and reports.
- Created invoices and collections for the athletic football program.
- Prepared letters to parents regarding excessive attendance. Maintained attendance and time-keeping records. Followed up on absences and research discrepancies.
- Created and maintained accurate paper and electronic files and records.
- Input information and managed student database.
- Ensured school processes and procedures were in compliance with Federal, State, and District requirements.

# SKILLS

## Technical

Effectively create instructional training manuals, database management, basic video editing using Movavi, QuickBooks Online, Adobe Creative Cloud, basic HTML coding, Hootsuite, Loomly, MS Word, Google Workspace, Canva, Asana, Adobe Photoshop, 70 WPM, Zoom, Mailchimp, FloDesk, WordPress Theme Customization with Elementor, Divi and Kadence platforms, Jackrabbit CRM, Wix.

## Additional

Detail-oriented, ability to learn and adapt to new technologies, network and build connections, manage individuals and groups, convey authenticity

# EXPERIENCE Continued

## Marketing Account Manager, Envoca Designs

Plano, TX | 2014 - 2015

- Managed a portfolio of client accounts. Created and implemented monthly social media plans for company and clients.
- Updated client websites and work with developer for new client website creations.
- Wrote compelling content for clients to include blog posts, articles, press releases and social media content.
- Set up newsletter auto-responder accounts for clients.
- Managed outsourcing projects with graphics designers, website developers and content translators from selection to project conclusion.
- Provided administrative support for clients including updating PowerPoint presentations. Provide WordPress support for clients.
- Successfully worked with client SEO for organic and local search.

## Owner/CEO, Selene Marketing Group (SMG)

Farmersville, TX | 2011 - 2014

- Created training manuals and marketing plans for various clientele.
- Held training workshops and group memberships as a way to help clients gain knowledge in growing and marketing their businesses.
- Developed social media campaigns to build brand influence. Created social media calendars and posts. Scheduled posts accordingly.
- Created Client Attraction Success System proven to help clients gain more clients. Edited, proofread and wrote content for clients.
- Networking and efficient sales methods to gain new clientele.
- Created email sequences and newsletters for clients

## Office Manager, The Moore Team, Keller Williams Real Estate

Plano, TX | 2013 - 2014

- Created and maintained all social media accounts as well as created custom graphics for each platform (Facebook, Twitter, and Pinterest)
- Wrote and posted content on social media accounts.
- Created procedures and operations manual for office.
- Familiar with necessary software associated with a real estate office such as updating MLS, get contracts ready for signature using DocuSign, usage of ZipForm to create necessary contracts.
- Created and prepared buyer and seller presentations as well as relocation packets. Created company website using Keller Williams website templates and tools.

## Internet Marketing Manager, TimberBlind MetroShade

McKinney, TX | 2012 - 2013

- Devised an Internet Marketing training program, designed to help e-commerce accounts acquire a presence on the internet (by working with approximately 256 e-commerce accounts in the window covering industry).
- Planned, researched and wrote complete training material to include: e-books, guide books, checklists which were included as part of the training program as well as write & research topics for blog post for dealer locator site.
- Developed and managed online marketing campaigns to effectively drive brand awareness, engagement and traffic to social media pages.
- Created customized social media plans for e-commerce accounts to help them chart a path for their e-stores to become successful.