

Ella Ekstrom

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EDUCATION

Southern Methodist University, Cox School of Business **Dallas, TX**
M.A. / M.B.A. May 2023

President, Net Impact Club | External Liaison, Meadows Graduate Student Council | Cox Leadership Forum
Winner, SMU Cox "War Games" Competition in competitive intelligence and scenario planning, Spring 2023
3.73 cumulative GPA

Cornell University **Ithaca, NY**
B.A. in Performing & Media Arts May 2020

Creative Director, Centrally Isolated Film Festival | Creative Director, CornellRadio.com | Editor-in-Chief, Synecdoche Magazine | Performing Member, Whistling Shrimp Improv Troupe | Cornell Opera Society
3.89 department GPA | 3.68 cumulative GPA

EXPERIENCE

Kaleidoscope Park Foundation **Frisco, TX**
Program Associate Independent Contractor Jan. 2023 – Apr. 2023

Directed the strategic plan for public programming and art for the public park project set to launch in mid-2024.

- Conducted analysis into peer parks and community demographics; identified market and consumer trends
- Developed and presented to leadership a comprehensive 25-page strategic plan

Zscaler **Dallas, TX**
Practicum in Strategy Consulting with Dr. Helmuth Ludwig Feb. 2023 – Apr. 2023

Developed strategic recommendations for how the cloud security company can achieve \$5B ARR in 26 months.

- Conducted competitive analysis of key cloud security players and researched market trends
- Presented key insights and strategic recommendations to Zscaler

St. Philip's School and Community Center **Dallas, TX**
Constituent Analysis Nonprofit Consulting Project Jan. 2023 – Mar. 2023

Conducted a constituent analysis for our team's nonprofit client through the Business Leadership Center at SMU.

- Developed a comprehensive survey to address key constituent segments – donors, volunteers, & alumni
- Analyzed resulting survey data and presented key insights to leadership

American Airlines **Dallas, TX**
Practicum in Customer Engagement with Dr. Marci Armstrong Oct. 2022 – Dec. 2022

Analyzed customer data to develop strategic recommendations for American Airlines' AAdvantage Program.

- Analyzed 100,000 datapoints of AAdvantage customer data from the client
- Presented key insights and strategic recommendations at the American Airlines headquarters in Fort Worth

Dallas Symphony Orchestra **Dallas, TX**
Practicum in Research for Marketing Decisions with Dr. Marci Armstrong Mar. 2022 – Apr. 2022

Conducted market research and developed develop strategic recommendations for the Dallas Symphony Orchestra.

- Conducted and analyzed comprehensive survey for four customer segments based on buyer behavior
- Presented key insights and strategic recommendations to leadership at the Dallas Symphony Orchestra

Made in NYC **Brooklyn, NY**
Graduate Fellow in Communications Sept. 2020 – May 2021

Selected to be 2020-2021 Fellow in Communications, leading member recruitment, analytics, & content creation.

- Analyzed 5 years of new member demographic data to outline most effective recruitment opportunities
- Onboarded over 60 new members; wrote and published over 35 articles for the organization