

- [Close Window](#)
- [Print This Page](#)
- [Expand All](#) | [Collapse All](#)

## Elle Griffin

### Constituent Information

Name	Elle Griffin	Contact Record Type	Applicant
Middle Initial		Account Name	
Title		Status	
Council District	1	Gender	Female
# of Board Memberships	0	Ethnicity	White/Caucasian
Qualifications	As the Editor-In-Chief of Utah Business Magazine, I can bring content, marketing and PR skills, as well as my vast network of movers and shakers in Utah.	Diversity	
Member Id		Comments	Other

### Contact Information

Send mail to		Mobile	
Home Phone	[REDACTED]	Other Phone	
Phone		Business Phone	
Fax		Business Fax	
Email	[REDACTED]	Business Email	
Mailing Address	[REDACTED]	Other Address	[REDACTED]
Created By	Boards and Commissions Liaison, 5/25/2018 10:29 AM	Last Modified By	Boards and Commissions Liaison, 5/25/2018 10:29 AM
Description			

### Activity History

#### Email: Application Successfully Submitted

Related To	APP00004169
Task	<input checked="" type="checkbox"/>
Due Date	5/25/2018
Assigned To	Boards and Commissions Liaison
Last Modified Date/Time	5/25/2018 10:29 AM
Comments	<p>To: msellegriffin@gmail.com</p> <p>CC:</p> <p>BCC:</p> <p>Attachment: --none--</p> <p><b>Subject: Application Successfully Submitted</b></p> <p><b>Body:</b></p> <p>Thank you for your submission. We appreciate your interest in Salt Lake County's Boards and Commissions process. We have received your application and are submitting it for review and consideration to the appropriate board coordinator. We will be in contact with you shortly for the next steps involved in the selection process. If you are selected for an interview, you can expect a phone call from the Board Coordinator.</p> <p>Thank you, again, for your interest in serving. We do appreciate the time you invested in this</p>

application.

Regards,

Salt Lake County Boards & Commissions

boards@slco.org

## Applications

**APP00004169**

---

Board **Center for the Arts Advisory Board**

Date **5/25/2018**

## Notes & Attachments

**Elle Griffin Editorial Resume.pdf**

---

Type **Attachment**

Last Modified **Boards and Commissions Liaison**

Description

[View file](#)

---

Copyright © 2000-2018 salesforce.com, inc. All rights reserved.

# Elle Griffin

WRITER, EDITOR, & CONTENT MARKETER



## PROFESSIONAL PROFILE

I have more than ten years' experience as a writer, editor, and content marketer for editorial publications, B2C brands, and B2B businesses. My writing has been featured on Inc., Forbes, The Muse, and Yahoo Lifestyle, and I have managed content marketing campaigns for Whole Foods, Radiant Logic, and Williams-Sonoma.



### Education

GRADUATE CERTIFICATE //  
DIGITAL MARKETING  
Duke University, 2018

GRADUATE CERTIFICATE //  
MARIOLOGY  
University of Dayton, 2019

BACHELOR OF SCIENCE //  
FASHION MERCHANDISING  
Texas Christian University, 2007

### Skills

CMS



SEO



Social Media



## WORK EXPERIENCE

### EDITORIAL WRITING & EDITING

The Muse | Verily Magazine | MindBodyGreen | Yahoo Lifestyle

I provide editorial writing, editing, and content marketing services for online publications. My work has appeared on The Muse, Verily Magazine, MindBodyGreen, and Yahoo Lifestyle and has been syndicated by Inc., Forbes, and Business2Community. I recently completed a six-month editorial fellowship at The Muse where I wrote, edited, optimized, and uploaded content to the CMS. You can view my editorial writing portfolio at [ellegriffin.com/portfolio](http://ellegriffin.com/portfolio).

### B2B CONTENT MARKETING

Radiant Logic | Axiomatics | EveryoneSocial | Bitly | NUVI

In addition to my editorial work, have spent the past ten years managing content marketing programs for B2B businesses including Radiant Logic, Axiomatics, EveryoneSocial, Bitly, and NUVI. This has included developing technical content such as white papers, product brochures, webinar materials, website copy, and blog articles as well as promoting those resources using email marketing, webinar marketing, event marketing, and other marketing campaigns. You can view my complete work history at [linkedin.com/in/ellegriffin](http://linkedin.com/in/ellegriffin).

### B2C CONTENT MARKETING

Whole Foods | Williams-Sonoma | Savy Agency

I also provide marketing content for B2C businesses including Savy Agency, Whole Foods, and Williams-Sonoma. This has included writing blog copy, email newsletters, website copy, and other marketing materials as well as promoting content using influencer marketing and social media campaigns. I optimize brand content using SEO and conversion optimization techniques and track traffic and conversion rates using Google Analytics. You can view my brand writing portfolio at [ellegriffin.com/contentwriting](http://ellegriffin.com/contentwriting).



## Board Appointment Approval

On the 7th day of August 2018 the Salt Lake County Council consents to the appointment of Ms. Elle Griffin as a member of the *Center for the Arts Advisory Board*.

Her first, three-year term will begin August 7, 2018 and end July 31, 2021.

**Ben McAdams**

Salt Lake County Mayor

**Erin Litvack**

Deputy Mayor, County Services

**Rick Graham**

Deputy Mayor, Operations

**Karen Hale**

Deputy Mayor, Community  
& External Affairs

**Darrin Casper**

Deputy Mayor, Finance  
& Administration

Salt Lake County Council

---

Aimee Winder Newton  
Chair, Salt Lake County Council

Attest:

---

Sherrie Swensen, County Clerk

Please instruct the Council Clerk to return this form to Anna Vukin-Chow in the Mayor's Office, N2- 100 to process this appointment.