ALISON FAY

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Professional Summary

Innovative and resourceful digital media specialist with experience in marketing and social media management. Excellent communication skills, well organized and adaptable. Able to effectively market brand themes and ideas through images, video, and text that capture consumer interests.

Education

Bachelor of Fine Arts: Electronic Media, 2017
University of Cincinnati: Cincinnati, OH

Skills

- Experience using Hootsuite, Falcon.io, Facebook Ads, Exacttarget, Blueshift, Meltwater, Photoshop, Illustrator, Premier Pro, Audition, After Effects, Dreamweaver, WordPress, basic HTML, CSS coding, Microsoft Applications, SEO strategies, DSLR and phone camera photography & videography.
- Proficient in social media and marketing strategic planning, developing and executing concepts, optimization of created content, in-depth knowledge of social media platforms, community and crisis management, analytics analysis and social listening.

Experience

Digital Marketing Specialist (Divi Resorts) 02/2018 – Present

- Manage 29 social pages on Facebook, Instagram, Twitter, Pinterest & 6 TripAdvisor pages.
- Create engaging posts for social media and innovate content in response to community values and analytic results.
- Increased followers and engagement for all platforms, doubling Instagram followers in 6 months.
- Address community concerns through answering questions and quick response time.
- Implemented numerous successful social media ads that significantly increased product interest.
- Routinely contacted and collaborated with Social Media Influencers raising the profile of Divi Resorts.
- Designed a social media and email marketing plan for a redeveloped resort.
- Developed a retirement campaign for a beloved resort manager by collecting photos and videos on site in Aruba, producing email and social media marketing throughout the entirety of the event and created a farewell video.
- Traveled on site & created posts in real time during the Patriots Cheerleaders Calendar Shoot, as well as handling all social media promotion and email before and after.
- Created promotional emails for sales, events, giveaways & campaigns, that in 9 months generated over $250,000 in revenue.

Social Media Manager Intern (Barking Squirrel Media LLC) 05/2017 - 12/2017

- Managed and drove views to Twitter, Instagram, Facebook, and LinkedIn.
- Marketed via social media and email to potential clients using visuals, text and video.

Digital Media Collaborative Intern (University of Cincinnati) 08/2016 - 05/2017

- Marketed the DMC on campus through social media and flyers.
- Transcribed interviews for the Next Lives Here project and produced inspiring documentary videos.
- Organized and marketed visits from industry professionals, managing the entire guest visit process.

Media and Communications Strategy Intern (John Lothian News) 05/2014 – 08/2014 and 05/2015 – 08/2015

- Production and postproduction of client interviews and commercial videos.
- Marketed the company and its events through audience targeted articles, visuals, and text.
- Traveled to London, England to set up, record and support interviews at the International Derivatives Expo (IDX) event in 2014 and 2015.
- Managed presentation process at the Markets Wiki Education Summer 2014 Chicago event.