

allie garrison

creative, detailed, ambitious

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education

James Madison University

B.B.A Digital Marketing Major / Studio Art Minor / Harrisonburg, VA / May 2023

Cumulative GPA: 3.9

Beta Gamma Sigma Business Honor Society

Delta Mu Sigma Digital Marketing Honor Society (*Executive Vice President*)

Phi Kappa Phi Honor Society

experience

Contemporary Brand Ambassador

Bold Rock Hard Cider / Nellysford, VA

August 2022 - present

- Promote Bold Rock's craft products in Harrisonburg, VA, by partnering with local bars and hosting events to grow brand awareness
- Strategize efficient ways to reach the target audience to boost brand loyalty and increase sales

Project Management Intern

22squared / Atlanta, GA

June 2022 - August 2022

- Managed various campaigns for Publix Super Markets, ensuring creative teams were tracking with project timelines
- Communicated with account management and creative teams to facilitate client work execution, providing necessary resources when needed
- Collaborated with four interns to create a mock rebranding campaign for Barnes & Noble to pitch to the executive team at the end of the internship

Freelance Social Media Manager

Wordmark Creative / Arlington, VA

March 2022 - present

- Create and schedule 3-5 weekly Facebook and Instagram posts for 20+ vendors located in Edgewater, MD
- Assist in concepting and promoting events and specials offers

Student Assistant

James Madison University / Harrisonburg, VA

August 2021 - May 2022

- Created three infographics per week that were used for social media and digital boards throughout the college
- Wrote copy for the CoB Connections Newsletter every two weeks

Marketing Intern

Atlantic Builders / Fredericksburg, VA

June - August 2020, January - April 2021

- Created weekly e-blasts to prospects and realtors by using Sales Simplicity, Constant Contact, and Canva
- Analyzed customer traffic data from 20+ communities to execute week and month end reports
- Updated the company website by designing front page highlights and entering current inventory home data

involvement

Co-founder / President

scratch pad / Harrisonburg, VA

March 2021 - present

- Oversee the vice presidents of the account, creative, and research departments and ensure their weekly tasks are fulfilled
- Orchestrate weekly meetings by planning agendas, creating meeting decks, and communicating to 60+ members

Public Relations Director

JMU Advertising Club / Harrisonburg, VA

August 2020 - March 2021

- Managed social media accounts and increased reach by creating weekly posts to engage followers
- Collaborated with select executive members to re-establish the JMU Advertising Club as scratch pad, a student run advertising agency

skills

Canva, Google Workspace, Microsoft Office, SEO, Smartsheet, social media

passions

baking, organizing, grocery shopping, doodling, scratch pad

check out my website www.alliegarrison.com/

