

ALLY ALLEN

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Based in Los Angeles. Currently looking for entry-level support opportunities to help creative agencies plan and execute.

SKILLS + PROGRAMS

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Figma
Google Suite
HTML/CSS
Wordpress
Mailchimp
Quickbooks

EDUCATION

University of Oregon - School of Journalism and Communication

Graduated June 2015

BA in Public Relations. Double minor in Business and Art History.

EXPERIENCE

Body Arts Pilates | Los Angeles, CA

Freelance Web Designer and Developer | Sept. 2018 - Present

- Work closely with owner to develop brand and design elements for new website (launching Dec 2018).
- Survey target audience to better understand goals while designing the website layout.
- Develop single-page website using Wordpress.

First Aid 2000 | Los Angeles, CA

Operations and Marketing Coordinator | Jan. 2010 - Present

- Collaborate with owner to conceptualize, implement, and oversee customer outreach campaigns.
- Communicate with freelance marketing specialists to ensure clear guidelines and correct information.
- Create and maintain Excel spreadsheets for profit and loss, income statements, and company budgets.
- Complete administrative duties such as travel accommodations, driving routes for employees, data entry, A/R and A/P.

Jones County Road | Los Angeles, CA

Freelance Brand Strategist | July 2017 - Dec. 2017

- Drafted and implemented Instagram feed using original photography.
- Created visual materials, including lookbook and product tear sheets utilizing Adobe suite.
- Developed business plan detailing audience, marketing strategy, and goals for a on-hold luxury lighting offshoot.

Natalie Martin Collection | Los Angeles, CA

Production Assistant | Aug. 2016 - Apr. 2017

- Managed stylist and production company clothing pulls for social media and movies, including contracts and client communication.
- Answered emails regarding returns, fit, and general inquiries.
- Created MailChimp email campaigns sent to 5,000 subscribers.
- Designed a lookbook based on designer's preference and current design trends.
- Maintained online shop using Shopify shopping platform.

Threads Count | Portland, OR

Social Media Manager & Sales Associate | Sept. 2015 - Jan. 2016

- Updated Instagram daily with new content, doubling follow count within two months.
- Managed eBay account by communicating with customers and handling luxury item transactions.