

Allison Knoll

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MARKETING & DIGITAL MEDIA • CREATIVE ANALYSIS • PROJECT MANAGEMENT

EXPERIENCE

AVG | NEW YORK, NY | FEBRUARY 2017 - PRESENT

Account Manager for a full-service creative agency committed to helping brands and organizations engage with audiences in new and meaningful ways.

- Lead client communications (Fortune 500 companies to startups), including RFP development and submission
- Create and manage production process for marketing initiatives based on anticipated needs
- Manage projects across multiple departments for on-time/on-budget execution
- Utilize technology to develop communications strategies based on analysis of past success and market trends, establish KPI's and submit biweekly metric reports to clients
- Actively engage in new client development through attending initial meetings and pitches

DSTL | NEW YORK, NY | DECEMBER 2016 - SEPTEMBER 2017

Account Manager for a public relations firm working with women in business and women owned businesses.

- Create and implement publicity strategies for local, national, and global coverage
- Produce events to promote product launches and increase sales

PIONEER WORKS | BROOKLYN, NY | JUNE 2014 - FEBRUARY 2017

Communications Manager & Assistant to the Director for a center for research and experimentation in contemporary culture, emphasizing educational programs, performances, arts and science residencies, and exhibitions. (Previously: *Design Intern, Design and Communications Assistant*)

- Formalized event and exhibition production process; led event planning, artist relations, art handling, staffing, and day-of logistics for 100+ programs annually
- Created and implemented social marketing strategy for programs and exhibitions, building engagement and increasing following by 300%
- Initiated and managed advertising campaigns, increasing effectiveness by 20% and extending reach by 10x
- Updated website and coded weekly newsletter (*Communications Assistant*), led website re-design, and managed the website and newsletter design, content and strategy (*Communications Manager*)
- Worked with PR firm on press releases and media engagement
- Managed design team's projects for strategic alignment and on-time/on-budget execution

NANOTRONICS IMAGING | BROOKLYN, NY | NOVEMBER 2014 - AUGUST 2015

Design Assistant for a company specializing in high resolution microscopes with 3D capabilities, machine learning, and artificial intelligence.

- Adapted complex technical themes into illustrated visuals for trade shows, sales, and investor materials
- Designed print and web materials for sales campaigns

EDUCATION

UNIVERSITY OF MICHIGAN PENNY W. STAMPS SCHOOL OF ART & DESIGN | ANN ARBOR, MI | BFA 2014

- Winner: Integrative Project Award 2014, voted best senior thesis by 1,500 students and faculty for explorations in personal and cultural social media usage
- Featured Artwork: university website for alumni and prospective students, website supplement to contemporary photography textbook, and various student exhibitions
- Community Engagement: Paint & Design Director at Summer in the City (large-scale public art projects in Detroit), Project Leader at Detroit Community High, and Design Volunteer at Camp Take Notice, Marketing Director at TEDxUofM

CENTRAL SAINT MARTINS | LONDON, UK | GRAPHIC DESIGN PROGRAM | JANUARY - APRIL 2013

TOOLS

- Design & Editing Tools (Adobe Creative Suite, Final Cut, Rhino)
- Content Management + Analytic Tools (Facebook Insights, Iconosquare, Mailchimp Analytics, Instagram for Business, Hootsuite)
- Basic HTML/CSS
- Project Management Tools (Asana, Gantt Charts)

INTERESTS

- Member and Studio Assistant at Clayworks on Columbia (non-profit ceramic studio)
- Currently studying Spanish
- Cooking for friends and entertaining
- Avid reader with interest in graphic novels and feminist literature