

ALLISON P. COUCH

MODERN MARVEL. BONA FIDE GO-GETTER.

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www.allisonpcouch.com || linkedin.com/in/apcouch || @allisonpcouch

TECHNICAL QUALIFICATIONS



PLATFORMS:

Facebook, Instagram, LinkedIn, MailChimp, OpenBadges, Pinterest, Reddit, Snapchat, Tumblr, Twitter, WordPress, YouTube



ANALYTICS:

Google Analytics, Hootsuite, Twitter Analytics, Sprout Social, UnMetric, Cision



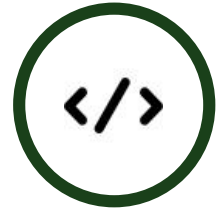
PLANNING + PROTOTYPING:

Axure, Adobe Xd, Trello, Hootsuite, Slack, Sprout Social, TweetDeck



CONTENT:

Adobe Illustrator, InDesign, Photoshop, Premiere Pro; Theta, proficient with Canva.com



CODE:

Basic knowledge of CSS, HTML. Java, Javascript; building sites in WordPress using Visual Composer

EXPERIENCE

SOCIAL MEDIA SPECIALIST, CONTRACT || AUGUST 2017 – CURRENTLY

- + The Florida State University Alumni Association || Tallahassee, Florida
- + **Assist with social media content curation and community management**
- + Live cover special events for 2017 Seminole football season kickoff

COMMUNICATIONS DIRECTOR || JULY 2017 – CURRENTLY

- + The Tallahassee Ballet || Tallahassee, Florida
- + **Manage all communications/public relations actions for The Tallahassee Ballet**
- + Update TTB website content regularly with current events, school schedule, etc.
- + Write press releases and communicate with local publications about all TTB news
- + Operate and maintain official TTB social profiles: Facebook, Instagram and Twitter
- + Design and write monthly email newsletters via MailChimp

SOCIAL MEDIA INTERN || JANUARY 2017 – MAY 2017

- + Florida State University School of Information || Tallahassee, Florida
- + **Researched for, planned and executed a redesign/rebrand of the FSU iSchool social media presence**
- + Laid groundwork for in-house podcast station and on-campus social media agency

SOCIAL MEDIA COORDINATOR || MAY 2016 – MAY 2017

- + Askew Student Life Center || Tallahassee, Florida
- + Handle social media profiles for the Askew Student Life Center and Student Life Cinema
- + **Increased followers by ~30% across all channels**
- + **Improved Twitter engagement by ~33% and Twitter impressions by avg. 40% month to month**

DIGITAL COORDINATOR || AUGUST 2016 – DECEMBER 2016

- + RB Oppenheim Associates || Tallahassee, Florida
- + Monitored, built and developed websites and digital content for clients
- + Managed social media profiles for various clients and the firm at large
- + **Increased firm social media monthly Facebook engagements by ~26%**

SOCIAL MEDIA AND PR INTERN || JUNE 2016 – JULY 2016

- + St. John & Partners || Jacksonville, Florida
- + Brainstormed, planned and presented an integrated marketing campaign to the Florida Lottery with a team of 7 other interns
- + Created media lists, wrote press releases and general PR statements for Zaxby's

EDUCATION + HONORS

FLORIDA STATE UNIVERSITY,
2014-2017

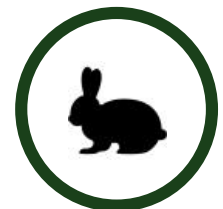
BS (Honors Program) Information
Communication Technology
+ Business Minor
+ 3.72 GPA

Dean's List, Fall 2014 – Spring 2017

Social Media Panelist, Social Spear,
November 2016

Lambda Pi Eta Communications and
Information Honor Society

FPRA Tallahassee Student Chapter



SOFT SKILLS:

Enjoys public speaking & presenting, communication, critical thinking, quick problem solving, time management, strong work ethic, flexibility, ability to work on teams, writing/reporting, multitasking