

Allyson Charleston

Digital Marketing Specialist

Creative Digital Marketing Specialist with comprehensive skills in marketing, content development, digital media, design, and collaborating with cross-functional teams to achieve goals. Known as an innovative thinker with strong reputation management, branding, blog writing, and psychology acumen. Passion for developing marketing campaigns for print, digital, and social media. Implements appropriate tactics through analysis of the details to understand business goals and emerging trends. Highly organized, creative problem-solver who excels at completing complicated projects. Expertise for managing programs and platforms, as well as providing new ideas that deliver a compelling brand, look, and feel.

CONTACT

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Portfolio

www.allysoncharleston.com

LinkedIn

linkedin.com/in/digital-marketing-design

SKILLS

Digital Marketing

Graphic Design

Web Design

Strategic Planning

Social Media Management

Search Engine Optimization

Digital Media

Brand Strategy

Data Analytics

Adobe Creative Suite

LANGUAGES

English

Spanish

PROFESSIONAL EXPERIENCE

2020-Present

Social Media Analyst

Virginia Department of Motor Vehicles, Richmond, VA

- Ensure timely responses to customer base of approximately 6.2 million licensed drivers and over 7.8 million registered vehicles.
- Manage 442% increase in customer interactions over 2020 across all social media platforms.
- Strengthen agency's online presence through effective social media strategies and campaigns.
- Analyze customer engagement and propose new ways to reach broader audience.

2017-Present

Independent Digital Marketing Specialist

Allyson Charleston Consulting, Boston, MA

- Consulting for website development, graphic design, social media management, branding, and digital marketing services.
- Create and manage websites, social media content, and marketing materials for individuals and small businesses.
- Increase brand awareness for clients by architecting and presenting them with robust marketing strategies.

2018-2020

Communications Associate

University of Richmond, Richmond, VA

- Performed graphic communications and marketing for the Office of Alumni and Career Services at a private university with approximately 4,350 students.
- Strengthened relationships with students, alumni, and employers by optimizing marketing strategies.

EDUCATION

2016-2020

Bachelor of Arts in Psychology and Creative Engagement

University of Richmond, Richmond, VA

- Graduated cum laude.
- Designed my major through the Interdisciplinary Studies program within the College of Arts & Sciences.
- Elected Westhampton College Government Association Chair of the Senate (2019-2020), Chair of External Affairs (2018-2019), Chair of Student Affairs (2017-2018) and Class President (2016-2017).