Allyson E Charleston

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[www.allysoncharleston.com](http://www.allysoncharleston.com)

**Experience**

Office of Alumni and Career Services, University of Richmond, VA August 2018 – March 2020

*Communications Associate, Student Employee*

* Assisted the Office of Alumni and Career Services with campus wide communication through generating graphic designs
* Facilitated marketing endeavors for the office and independently performed analyses of potential opportunities
* Worked directly with members of the communications office at the University of Richmond for two academic years

Office of Undergraduate Admissions, University of Richmond, VA May 2019 – August 2019

*Admissions Tour Guide*

1. Engaged prospective students and parents through a comprehensive, interactive experience while visiting the University of Richmond campus
2. Presented extensive knowledge regarding the university, its history, and its programs to those considering pursuing an undergraduate education

Independent Freelancer, Richmond, VA May 2017 – Present

*Website Developer, Social Media Manager, Graphic Designer*

* Develop and design websites, social media accounts, and marketing materials for individuals, companies and organizations wishing to expand their digital reach
* Advise numerous small business owners and individuals on strategic development of their digital branding and marketing techniques
* Assisted a University of Richmond graduate in developing a digital marketing agency in the summer of 2019 through website development and strategic research

**Education**

University of Richmond, Richmond, VA August 2016 – May 2020

Bachelor of Arts in Interdisciplinary Studies, majoring in Psychology and Creative Engagement

1. Cumulative GPA: 3.47/4.0
2. Honors: *cum laude*, Dean’s List multiple semesters

Westhampton College Government Association, Richmond, VA September 2016 – May 2020

Chair of Senate (April 2019); Chair of External Affairs (April 2018); Chair of Student Affairs (April 2017); Class President (April 2016)

1. Presided over all weekly student government meetings, managed visitors, collected weekly reports, and served as the official spokesperson of the Senate
2. As Chair of External Affairs on the Executive Council, created the student governments’ websites and developed campus outreach strategies through social media, graphic design, and event programming
3. As Chair of Student Affairs on the Executive Council, assisted in the student government’s first comprehensive student body feedback and engagement project, conducting in-person meetings with over 900 students

University of Richmond, Counseling and Psychological Services, Richmond, VA May 2018 – May 2019

Outreach Intern (April 2018)

Robins School of Business, Summer Business Institute, Richmond, VA May 2018

Program Graduate (May 2018)

Skills & Interests

Skills: Adobe Suite (Photoshop, Illustrator), Web Development (Wix, WordPress), Microsoft Office Suite

Interests: Theatre, storytelling, dogs (owner of a 2-year-old Cavalier named Nemo), and meeting new people