

Allyson Charleston
Richmond, VA Area
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www.allysoncharleston.com

Driven Professional: Digital Marketing, Website/Graphic Design, Brand, Social Media, Strategic Communication, Psychology

Dedicated 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, contracts, and budgets and providing new ideas that deliver a compelling brand, look, and feel.

• Content Marketing • Social Media Optimization, Measurement • Online Advertising • Brand Activation, Development, Identity • Advertising, Email Campaigns • Logo, Banner, Flyer, Promotional, Poster Graphic Design • Digital Signage • Print Collateral • Newsletters • Catalogs • Business Cards • Presentations • Infographics • Product Launch • Adobe, WordPress, iMovie, Microsoft • Technology • Communication • Active Listening • Collaboration • Spanish, English Languages

EDUCATION

BA, Bachelor of Arts, Interdisciplinary Studies: Psychology & Creative Engagement, University of Richmond, Cum Laude, 2020
• Designed my major within the College of Arts & Sciences, with a focus on creativity.

PROFESSIONAL EXPERIENCE

Allyson Charleston Consulting, Boston, MA **2017-Present**
A consultancy for website development, graphic design, social media management, branding, and digital marketing services.
Independent Specialist, Graphic Design & Digital Marketing

- 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.
- Achieved 10,000 views for a personal blog by writing impactful content and designing cutting edge graphics.

University of Richmond, Richmond, VA **2018-2020**
A private liberal arts university with approximately 4,350 undergraduate and graduate students in five schools.
Communications Associate, 2018-2020

- Oversaw graphic communications and marketing for the Office of Alumni and Career Services.
- Strengthened relationships with students, alumni, and employers by optimizing marketing strategies.

Admissions Tour Guide, 2019

- Directed campus tours with prospective students and parents, including educating them on the university's history, academic programs, and unique extracurricular events, programs, and student resources.

Outreach Intern, 2018-2019

- Delivered counseling and psychological services to a university community with thousands of students.
 - Increased campus-wide awareness of the importance of mental and personal wellbeing.
 - Created the now annual mental health speak-out event, In My Mind, for students struggling with mental illness.
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LEADERSHIP

Westhampton College Government Association: Chair of the Senate, 2019-2020, Chair of External Affairs, 2018-2019, Chair of Student Affairs, 2017-2018, Class President, 2016-2017