

EDUCATION HISTORY

Northwestern State University Natchitoches, LA

August 2019 - December 2022

Bachelor of Arts in Communication

Concentration in Strategic Communications

Minor in Business Administration

- GPA: 3.91
- President of the NSULA Chapter of the National Association of Black Journalists
- Vice President and Public Relations Director of the NSULA Chapter of the National Advancement of Colored People
- Ivy Leaf Reporter for the Eta Chi Chapter of Alpha Kappa Alpha Sorority Inc.
- Sports Director for KNWD Radio
- NSULA National Pan-Hellenic Council Public Relations Director

WORK EXPERIENCE

Ben D. Johnson Educational Center - Social Media Coordinator

April 2022 - Current

- Develops original content for multiple social media platforms and suggests creative ways to attract more customers and promote the nonprofit
- Tracks social media metrics in order to adjust marketing strategies according to engagement results

Northwestern State University - Marketing/Branding Work Study

January 2022 - Current

- Creates social media content promoting campus activities and events
- Plans new ideas for content with entire marketing team in weekly meetings
- Operates and organizes high quality production equipment
- Practices in depth knowledge of marketing campaign tactics

AD Multimedia Group, LLC - Founder/CEO

September 2020 - Current

- Founder and Executive Director responsible for overseeing all financial, operating and marketing activities for AD Multimedia Group, LLC
- Build productive relationships with industry partners and competitors to support strategic business objectives
- Develops key operational initiatives to drive and maintain substantial business growth

SMF Global Consultants - Design Consultant

September 2020 - Current

- Designs social posts and websites for several companies in New Orleans, LA
- Manages social accounts and websites for aforementioned companies
- Build strategy for the promotion and sales of a variety of products and services

Onyx MediaWorks, LLC - Advertising Intern

June 2020 - August 2020

- Helped customers in determining design and layout of sold, spec ads and website design
- Met with potential clients per week to discuss advertising needs and goals

City of Natchitoches Mayor's Office - Marketing Strategist

June 2020 - August 2020

- Originated marketing strategies for videography and static ads to present the Mayor's community initiatives to the public
- Conducted research supporting future success of media strategies
- Curated social media posts and posting schedule for media rollout



Allison Darty

MARKETING AND MULTIMEDIA
DESIGN SPECIALIST



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PROFILE

Enthusiastic Marketing and Multimedia Design Specialist eager to contribute to team success through hard work, attention to detail and excellent organizational skills. Motivated to learn, grow and excel in the realm of business and communications.

SKILLS

Adobe Premiere Pro
Adobe Photoshop
Adobe Audition
Final Cut Pro
Wix
Wordpress
Canva
Microsoft Products
Google Suites