




ALISON LEAVITT

CONTACT

 aliplevi@gmail.com

 alisonleavitt.com

 linkedin.com/in/alisonleavitt

SKILLS

Adobe InDesign	Social Media Strategy
Adobe Illustrator	Marketing Campaigns
Adobe Photoshop	Podcast Creation
Adobe Premiere	Audio Production
Later Marketing Platform	Photography
Hootsuite Social Platform	Videography
Google Analytics	Editing/Writing
Mailchimp	Associated Press Style

AWARDS/CERTIFICATIONS

- Coton Colors Company Core Value Award: Can-do Attitude
- Award of Distinction – “Think TLH” Podcast, Florida Public Relations Association State 2019 Golden Image Awards
- Award of Distinction – “Think TLH” Podcast, Florida Public Relations Association Capital Chapter 2019 Image Awards
- Hootsuite Platform Certification
- Portfolio nomination in FSU DigiSymposium

HONORS

- FSU Dean’s List (7x)
- FSU President’s List (4x)
- National Society of Collegiate Scholars
- Phi Sigma Theta National Honor Society

INVOLVEMENT

- Children’s Home Society – Designer/Volunteer
- Leon County Humane Society – Volunteer
- American Advertising Federation – Member
- FSU Advertising Club – Digital Coordinator

EDUCATION

FLORIDA STATE UNIVERSITY • AUG. 2015 - MAY 2019
 Bachelor of Science
 Double Major: Advertising; Editing, Writing, and Media
Summa cum laude (GPA 3.9/4.0)

EXPERIENCE

COTON COLORS COMPANY • TALLAHASSEE, FL

Content Marketing Associate | Mar. 2020 - Present
Junior Content Marketing Associate | Mar. 2019 - Mar. 2020

- Write/edit content for digital (website, blog, and email)
- Write/edit content for printed literature (magazines, catalogs, and signage)
- Manage social media platforms for two brands (Instagram, Facebook, Pinterest, and Blog)
- Conduct thorough analytics of social media and email performance
- Develop results-oriented campaigns and strategies for two brands

KNIGHT CREATIVE COMMUNITIES INSTITUTE • TALLAHASSEE, FL

Communications Coordinator | Aug. 2018 - May 2019
Communications Intern | May 2018 - Aug. 2018

- Created, edited, and produced the “Think TLH” podcast (25-episode series)
- Led a marketing campaign for the “Think TLH” podcast
- Wrote press releases and managed media contacts
- Produced video series promoting community projects
- Managed social media accounts (Instagram, Facebook, and Twitter)
- Designed “Tallahassee’s Top 50” list, shared via social media, university orientations, and business recruitment packets
- Organized special events, including photoshoots

FSView & FLORIDA FLAMBEAU NEWSPAPER • TALLAHASSEE, FL

Part of the USA Today Network, Gannett Co., Inc.

Managing Editor | May 2018 - May 2019
News Editor | Jan. 2018 - May 2018
Deputy News Editor | Aug. 2017 - Dec. 2017
Staff Writer | Jan. 2017 - Aug. 2017

- Interfaced with the parent publication, Tallahassee Democrat
- Oversaw the staff of more than 30 students
- Made and published final edits of staff articles in AP Style
- Authored articles published online and distributed in print on FSU Campus and throughout Tallahassee
- Interviewed and hired staff, as well as tracked invoices

TALLAHASSEE CHAMBER OF COMMERCE • TALLAHASSEE, FL

Graphic Design & Marketing Intern | June 2017 - Dec. 2017

- Designed logos, event materials, programs, and social media graphics for Annual Chamber Conference
- Created the 2018 Membership Directory for Leadership Tallahassee
- Authored and distributed press releases to media contacts
- Photographed events