

christina VAN ALLEN

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education.

University of Georgia: Graduate Honor Society, PRSSA
Master of Arts: Journalism

August 2015 - May 2017

Media Researcher & Teaching Assistant

- Lead researcher for year-long Brazil/UGA qualitative media research PR project
- Responsible for 900+ students over three semesters, graded 1500+ papers, held test reviews and resume fairs
- Acted as journalism leadership camp leader: instructed over 60 students in media best practices

Columbus State University: Honor Society, Study Abroad: Berlin, Germany
Bachelor of Arts: Communications

August 2008 - December 2012

professional experience.

Center for Urban Transportation Research - University of South Florida
Communications and Marketing Director

November 2018 - Present

- Responsible for press releases, media packages, newsletters, local/national news coverage
- Acted as communications point for \$7.5 million national grant - National Institute for Congestion Research
- Collaborated with editors and researchers for Journal of Transportation's 2020 publication
- Co-directed the 2019 Transportation Achievement Awards - 2nd highest earnings in its history
- Consolidated and organized 20+ years of research through an online database on Scholar Commons
- Overhauled online presence, managed website and media channels, increased LinkedIn following by 71%
- Assisted programs with media presentations, videos, and graphic design
- Responsible for employee gatherings, parties, retirements, and other celebrations

SPCA Florida - Lakeland, Florida
Digital Media Manager

November 2017 - November 2018

- Responsible for all graphics, videos, pictures, and other media-related content
- Acted as sole moderator for 150k+ followers on social media platforms and newsletter/blog followers
- Crafted original content and tracked analytics across social media platforms
- Webmaster for Wordpress website; created a new website for mobile use
- Increased Instagram following by 400% and increased engagement on Facebook to 500k+ on post
- Acted as media liaison - responsible for weekly live coverage of campus, events, animals
- Writer, editor, and designer of all newsletter articles, email campaigns, and donor reports
- Founded the state of Florida's first Doggie Date program
- Trained marketing assistant and interns in PR and digital media best practices

Cause + Effect Film Festival - Athens, GA
2016 Assistant Director

April 2016 - November 2017

- Media manager - increased Facebook followers by 1400%, doubled amount of entries
- Responsible for creating all content and promo materials
- Managed paid and organic social media and Facebook analytics

skill set.

- Microsoft Office Suite
- Photoshop, InDesign, Illustrator, Premiere
- Social media analytics, Google Analytics certified
- Video production, editing
- Website creators (Wix, Squarespace, Wordpress)
- DSLRs, photography, filming, basic animation
- Email Marketing certified
- Qualtrics, Survey Monkey, data collection
- Content (blogs, graphics, gifs) and copywriting
- Press releases and media packages