

ALYSSA ALLEN

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DIGITAL MEDIA STUDENT

Graphic Designer | UX/UI | Marketing

Passionate content strategist currently pursuing a degree in Digital Media at the University of Central Florida. Proven ability to create user-centered digital experiences through visual storytelling and multimedia design. Adept at applying design principles to enhance user satisfaction and business outcomes. Seeking to contribute creativity and technical expertise in a fast-paced, customer-focused design environment.

CORE COMPETENCIES

Strategic Planning | Cross-Functional Collaboration | Content Creation | Social Media Optimization | Design | Data Visualizations | Creative Problem Solving | Sponsorships |

TECHNICAL PROFICIENCY

JavaScript | GitHub | React | React-Native | Canva | Figma | HTML | CSS | Adobe Creative Suite | SQL | Microsoft Suite | Node

EDUCATION

Bachelor of Arts, Digital Media, Web & Interactive Media

University of Central Florida | Orlando, FL

HONORS

The National Society of Leadership and Success, Spring 2025

The Presidents Honor Roll, Fall 2024

Dean's List, Spring 2024

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA MARKETING INTERN

Camp Boggy Creek | Orlando, FL

April 2025 – Present

Support the marketing team by creating engaging content and assisting with the strategic direction of the organization's digital presence. Contribute to the development of social media content while helping to plan and manage the impact of marketing efforts. Craft compelling content and collaborate with team members to enhance the non-profits visibility and mission through digital channels.

- Supported brand consistency and storytelling by aligning all content with the nonprofit's voice and values
- Collaborated with the marketing team to plan and evaluate the impact of campaigns across multiple digital channels
- Produced weekly camp summary videos that highlighted key moments and impact, showcasing the organization's mission while expressing gratitude to donors and supporters

Job Shadowing Experience

iHeart Radio | Orlando, FL

March 2025

Collaborated with multiple teams at a radio station, gaining hands-on experience in live broadcast operations, promotions, digital content strategy, and sales. Observed how social media, event planning, and client outreach

contribute to audience engagement and revenue growth. Developed a strong understanding of cross-functional teamwork and the behind-the-scenes coordination that drives successful media campaigns.

- Participated in live radio show operations – gained firsthand insight into the dynamics of on-air talent, promotion, and the flow of a live broadcast
- Shadowed the Promotions team – gained understanding of how social media engagement and promotional activities drive revenue and audience interactions
- Shadowed Digital Managers – learned how the team plans, schedules, and track social media content and campaigns for effective branch outreach
- Shadowed the Sales Team – observed sales meetings and earned the process of pitching advertisements, client outreach, relationship building, and the persistence required to close sales
- Event and Logistics and Planning – learned how promotional events and planned an executed, working in sync with both the Promotions and Digital Teams

Content Creator (Freelance)

AWNI Love Shop | Ft. Lauderdale, FL

July 2022 – August 2022

Created visually engaging Pinterest content for a small business using Canva, boosting customer engagement by 10%. Conducted user research to tailor designs to audience preferences and applied key design principles to enhance visual appeal and usability.

- Designed intuitive Pinterest posts for a small business using Canva, resulting in 10% increase in customer engagement
- Conducted user research to identify target audience preferences, leading to content improvements
- Applied design principles to enhance visual appeal and user interaction

PREVIOUS WORK EXPERIENCE

ACCOUNTS PAYABLE ASSISTANT

University of Central Florida | Orlando, FL

November 2021 –August 2022

CERTIFICATIONS

UX Foundation Research