

# ALYSSA ALLEN

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## DIGITAL MEDIA STUDENT

### Graphic Designer | UX/UI | Marketing

Creative and detail-oriented Digital Media student at the University of Central Florida, with a solid foundation in visual storytelling, user-centered design, and multimedia content creation. Experienced in media planning, design principles, and digital strategy through coursework and collaborative projects. Enthusiastic about applying my creativity, strategic thinking, and technical skills to contribute effectively in dynamic, team-oriented media environments.

## TECHNICAL | CORE | COMPETENCIES

JavaScript | GitHub | React | React-Native | Canva | Figma | HTML | CSS | Adobe Creative Suite | SQL | Microsoft Suite | Node Strategic Planning | Cross-Functional Collaboration | Content Creation | Social Media Optimization Design | Data Visualizations | Creative Problem Solving | Sponsorships

## EDUCATION

**Bachelor of Arts, Digital Media, Web & Interactive Media**  
University of Central Florida | Orlando, FL

May 2026

### HONORS

2024 - 2025

The National Society of Leadership and Success, The Presidents Honor Roll, Dean's List

## 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 digital storytelling strategy by aligning all content with the brand voice and campaign goals, reinforcing the nonprofit's mission across all platforms
- Collaborate on campaign planning to inform content strategy, optimize engagement and improve messaging
- 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

Shadowed multiple departments at a leading radio station, gaining hands-on exposure to live broadcasting, digital content, social media strategy, sales, and event planning. Strengthened my understanding of how media teams collaborate to create engaging content, drive audience growth, and support client goals.

- Participated in live radio show operations, gaining firsthand experience with on-air talent, promotions, and the real-time flow of a broadcast.
- Shadowed the Promotions team and learned how social media engagement and event planning help boost audience interaction and brand visibility.

- Observed how Digital Managers schedule, plan, and track content across platforms to keep campaigns organized and aligned with outreach goals.
- Joined the Sales team in meetings and got a firsthand look at the process of pitching ads, building client relationships, and planning impactful promotional events.

### **Content Creator (Freelance)**

**AWN 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 informal user research to inform content strategy that supported increased user engagement on Pinterest
- Applied design principles to enhance visual appeal and user interaction

### **ACCOUNTS PAYABLE ASSISTANT**

**University of Central Florida | Orlando, FL**

**November 2021 – August 2022**

Supported financial operations to ensure accurate transaction processing and compliance with internal controls and project specifications. Collaborated with cross-functional teams to streamline invoice workflows, reviewed payment authorizations for alignment with project and donor goals. Reconciled financial records to uphold data integrity and accountability.

- Reconciled financial records to maintain accuracy, reinforcing commitment to accountability and data integrity
- Collaborated with cross-functional teams to streamline the invoice processing workflow, improving efficiency
- Reviewed payment authorizations to ensure alignment with project goals and donor intent, demonstrating strong attention to detail

## **LEADERSHIP EXPERIENCE**

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**Design and Code UCF, Member**

**September 2023 – Present**

- Engaged in workshops to focus on technical skills and expand my knowledge on skills such as UX/UI
- Design, Front-End Development, and Back-End Development, wire frames and prototyping

**Graphic Design Student Association (GDSA)**

**September 2023 – Present**

- Participated in collaborative workshops and peer discussions to deepen understanding of graphic design principles through hands-on projects and real time feedback

**Big Sister Little Sister Mentoring Program, Treasurer**

**August 2022 – May 2023**

- Oversaw fund distribution to align with organizational goals and support key programs and initiatives
- Maintained clear, accurate financial records to ensure transparency and accountability across all campus activities
- Created detailed event budgets to support effective resource allocation and strategic financial planning

**American Marketing Association, VP of Finance**

**October 2021 – October 2022**

- Developed and executed fundraising initiatives to support chapter activities, tracked and reported club income and expenses
- Developed and managed the chapter's financial strategy to ensure funding aligned with program goals, maximizing value to members