

Allison Bryant

Marketer. Fundraiser. Data enthusiast.

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EXPERIENCE

Brown University, Providence, RI — Assistant Director, Digital Marketing & Data Strategies

OCTOBER 2017 - PRESENT

Social media, email, and web marketing strategy and execution for current-use priorities.

- Recruited and managed committee of 500+ social media ambassadors.
- In collaboration with University Communications, launched social media campaign for The Brown Promise initiative, which reached 1.98 million views and 148,000 engagements.
- Planned and executed year-long email solicitation campaign which raised more than \$2 million.

Program Manager, Digital Marketing and Innovation Innovation Coordinator

APRIL 2016 - OCTOBER 2017

Wrote email and social media copy for audiences of 90,000+. Created email templates, infographics, and podcasts. Co-hosted University seminar on paid social media advertising. Ran the division's first digital advertising campaign.

The Connecticut Audubon Society, Fairfield, CT — Membership Manager

MAY 2015 - APRIL 2016

Directed overhaul of membership program. Managed fundraising budget and presented key performance indicators to Board of Governors. Provided support to director of communications and director of development, and managed a team of two associates. Streamlined reporting and compliance with finance office. Improved data entry process by creating import procedures for online donations and segmenting the database. Oversaw rebranding of all membership materials.

- Improved total membership by 26% in FY 2015-2016.

Membership Associate

AUGUST 2014 - MAY 2015

Planned and executed member events, renewal campaigns, and acquisition efforts statewide. Wrote and designed print, social media, and email content. Instituted a program of split testing for printed and online materials.

- Increased member acquisition by 49% over previous fiscal year.

Yale Out of the Blue, New Haven, CT — Business Manager

MAY 2012 - MAY 2013

Led a singing group of 20 college students, including bookings and tours to Washington, D.C. and London. Ran a reunion of more than 100 alumni which brought in revenues of \$11,000 and acquired \$1,500 in grants.

EDUCATION

Yale University, New Haven, CT — B.A., History, cum laude

SEPTEMBER 2010 - MAY 2014

G.P.A. 3.86. Nominated for Yale Porter Prize in History, won Bell Grant from the Forest History Society

Rhode Island School of Design, Providence, RI — continuing education

JANUARY 2017 - PRESENT

Coursework includes User Experience II, User Interface I, JavaScript, Introduction to Graphic Design.

SKILLS

HTML - CSS - JQuery - Adobe Suite: Dreamweaver, Photoshop, Illustrator - Social media marketing - Print processing methods - The Raiser's Edge - Blackbaud CRM - Constant Contact - Apple Suite - Microsoft Suite - Querying and statistical methods - WordPress - Drupal - Proficient in public speaking

ACTIVITIES

Blackstone Parks Conservancy,
board member.

Yale Alumni Non-Profit Alliance,
member.

The Financial Diet, contributor to
millennial-focused finance website.