

Allison Bryant

Data-driven marketer and fundraiser.

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EXPERIENCE

Brown University Advancement, Providence, RI:

◆ *Assistant Director, Digital Marketing and Data Strategies*

FEBRUARY 2018 - PRESENT

Strategized and executed social media, email, and web marketing for current-use priorities. Worked with individual units to share best practices and improve conversion. Implemented roll-out of new project management software.

- Raised \$2.3 million for current-use initiatives at Brown, a 52% increase in revenue over the previous fiscal year.
- In collaboration with University Communications, launched social media campaign for The Brown Promise initiative, which reached 1.98 million views and 148,000 engagements. Proved effectiveness of social campaign via quantitative analysis and the University's first social listening program.
- Supervised Digital Marketing Production Specialist, ensuring accurate and timely completion of projects as well as professional growth.

◆ *Program Manager, Digital Marketing and Innovation*

◆ *Innovation Coordinator*

APRIL 2016 - FEBRUARY 2018

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

- Recruited and managed committee of 500 social media ambassadors.
- Coded and designed emails, monitored and ensured email deliverability, and delivered results-based reports.

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. 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 revenue by 26% over previous fiscal year.
- Administered CRM database (The Raiser's Edge).

◆ *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.

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 I + II, JavaScript, Introduction to Graphic Design.

SKILLS

CRM databases (Blackbaud CRM, The Raiser's Edge CRM) • HTML • CSS • JQuery • Adobe Suite: Dreamweaver, Photoshop, Illustrator • social media marketing • content marketing • Apple Suite • Microsoft Suite • Google Suite • querying and statistical methods • data analysis • WordPress • Drupal • proficient in public speaking • Hubspot Inbound Marketing Certification • Workfront project management software

ACTIVITIES AND AWARDS

CASE 2018 Circle of Excellence Awards – Silver Award, Targeted Campaigns, awarded for outstanding fundraising campaign.

Women of Email, member of professional organization for email marketers.

Blackstone Parks Conservancy, board member of environmental non-profit.