ALLISON HARP

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EDUCATION

Purdue University   **West Lafayette, IN**
Bachelor of Science in Web Design and Programming, Certificate in Entrepreneurship & Innovation   *May 2023*
- Overall GPA: 3.88/4.0; Dean's List

WORK EXPERIENCE

Purdue University Krannert School of Management   **West Lafayette, IN**
Student Web Designer   *October 2021 – Present*
- Create, design, and manage content for Krannert website using Cascade CMS and HTML/CSS
- Complete individual projects consisting of designing and developing new, modernized versions of current Krannert webpages
- Respond to and implement 20+ website requests/updates weekly
- Adhere to Purdue branding guidelines for website design decisions

Salesforce   **Indianapolis, IN**
Global Cloud Alliances, Marketing Cloud Intern   *May 2021 – August 2021*
- Updated Marketing Cloud Email Specialist and Administrator curriculums in Partner Learning Camp
- Created enablement activities to enhance certification exam preparation material
- Collaborated with a team to ensure course maintenance

All Fired Up Pottery Studio   **West Lafayette, IN**
Web Design Intern   *September 2020 – March 2021*
- Worked with client to gather requirements for two company websites
- Designed and tested websites utilizing Wix toolset
- Create custom graphics for client using Adobe Illustrator

Coverdale Consulting   **Fishers, IN**
Graphic Design and Marketing Intern   *June 2019 – August 2019*
- Collaborated with a team to discuss and manage political campaigns
- Created social media graphics using Adobe Illustrator and Canva
- Managed multiple social media accounts

LEADERSHIP EXPERIENCE

Purdue University Polytechnic Institute   **West Lafayette, IN**
BEST Academic Coach   *October 2021 – Present*
- Provide academic support for Polytechnic students

Polytechnic Student Council   **West Lafayette, IN**
Secretary   *September 2020 – Present*
- Participate in decision-making process with Executive Board
- Record minutes of all official council meetings
- Maintain attendance records of each member

Outreach Committee Chair   *March 2021 – Present*
- Coordinate and plan on-campus events with committee members

TECHNICAL SKILLS

- Software Experience: Adobe Creative Cloud, Weebly, WordPress, Wix, Canva, Cascade CMS, Microsoft Office Suite
- Programming Languages: HTML/XHTML, CSS, SQL, PHP, JavaScript, C#
- Other: Graphic Design, UX Design, Responsive Web Design, Project Management, Customer Service, Marketing

CERTIFICATIONS

Salesforce Certified Marketing Cloud Email Specialist   *July 2021*
- Credential ID: 22330719