

ALISON A. FERRIS

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914-420-2573

EDUCATION

University of Miami, Coral Gables, FL

Graduation year: 2022

GPA: 3.45 (Deans List: Spring 2019, Fall/Spring 2020)

Bachelor of Science in Electronic Media, Minors in Media Management, Advertising and Music Business

WORK & VOLUNTEER EXPERIENCE

UpMerch

Sales Partner

Chicago, IL

October 2020 – Present

- Responsible for new client acquisition, conducting market research, brand analysis and creating marketing strategies
- Created custom designed merchandise to elevate clients brand profile
- Constructed pricing strategies and provided account support for each customer

Pear Tree Point Interiors

Personal Assistant

Darien, CT

June 2019 – August 2019

- Responsible for organizing fabrics, filing paperwork, picking up decoration orders and delivering them to various locations
- Welcomed customers by greeting them, in person and on the telephone and answered or directed inquiries
- Anticipated and ordered fabrics and supplies needed for the owner of the business, Meghan Hannigan
- Worked directly with delivery services to ensure timely delivery and proper installation
- Was involved in 3 projects as a design consultant focusing on redecorating homes to fit their owners specific taste and style preferences

Shine On Car Wash

Social Media Coordinator

Queens, NY

June 2018-August 2018

- Created original content, such as pictures and graphics to post on social media
- Worked directly with the owner of the car wash to gather data on the demographics of customers to tailor content creation to this population
- Manage two social media accounts, including Instagram and Facebook
- Increased following on Instagram through original content creation and daily posts

Waveny Senior Care Center

Volunteer

New Canaan, CT

November 2017 – February 2018

- Assisted elderly patients through exciting activities such as arts and craft and board games
- Develop relationships with elderly people and take them on walks on a weekly basis

LEADERSHIP

Delta Phi Epsilon

Member

Miami, FL

January 2019 - Present

- Attend events with 150+ members to promote a healthy lifestyle focused on education and philanthropy
- Help to raise awareness and over \$50,000 annually for Cystic Fibrosis Foundation

St. Luke's School

Captain of Varsity Softball and Volleyball Team

New Canaan, CT

2014 - 2018

SKILLS/INTERESTS:

- Proficient in Outlook, Word, Excel, PowerPoint, Photoshop and InDesign
- Proficient in French (Relevant Coursework: FRE201, FRE202)
- Music enthusiast

