

6817 NW 118th St, OKC, OK

LEESA ALLMOND

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 linkedin.com/in/leesaallmond

EDUCATION

University of Oklahoma, Norman, Okla.
Bachelor of Arts in Journalism-Advertising
Graduated May 2013

SKILLS

- 2+ years experience with advertising and social media marketing.
- 2+ years in event planning.
- Passion for social media.
- Skilled in Microsoft Word and PowerPoint.
- Proficient in Adobe InDesign and Photoshop.
- Capable of typing 50-60 words per minute.
- Basic knowledge of Final Cut Pro.
- Currently learning HTML5 and CSS.
- Experience with social media and email for business purposes.
- Works well with groups and individually.
- Fast and passionate learner.

REFERENCES

Quy Nguyen

Assistant Director of Student Life
University of Oklahoma
qnguyen@ou.edu
(405) 325-3163

Aaron Lindley

Housing & Food - Creative Specialist
University of Oklahoma
awlindley@ou.edu
(405) 325-4419

RELATED EXPERIENCE

April 2011-May 2013

Campus Activities Council Concert Series Chair

Manage a \$40,000 budget, book artists and plan concerts, oversee all day-of activities, in charge of all publicity, and lead a team of students to assist with concert series tasks.

July 2013-Present

Michelle Schaefer's Farmer's Insurance Marketing Assistant

Contact clients regarding insurance quotes, research possible clients, and assist in event planning.

August 2012-December 2012

Lindsey + Asp Advertising & Public Relations Account Services - Habitat for Humanity Account

Worked with a team to assist and implement any needs for Habitat for Humanity including social media, creative, and on-campus awareness.

January 2011-April 2011

Norman Arts Council Intern

Worked with the Norman Music Festival, distributed marketing material, updated the Festival's Twitter, checked and took care of bands and VIPs, and interviewed artists.

August 2010-April 2011

The Oklahoma Daily Life and Arts Reporter

Interviewed upcoming and established musicians for feature stories, wrote album reviews, and worked with staff and deadline for weekly stories.

September 2012-May 2013

Sooners Helping Sooners Creative Director

In charge of a publicity team including graphic designers, social media executives, and an IT specialist. Make sure all publicity is constant and in tune with the organizations mission.

June 2011-May 2012

University of Oklahoma Housing and Food Marketing Intern

Worked under account managers to create flyers and posters using Adobe Creative Suite. Worked with account managers to develop and implement marketing strategies.

June 2012-Present

Allographics Intern

Assist with updating social media in creative ways, writing a multitude of blogs, and keeping up with online marketing trends.