

# Allison Fuller

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## EDUCATION

**Brandeis University**, Waltham, MA

GPA: 3.9

Expected May 2028

*Bachelors of Arts in Business (specialization in marketing)*

*Bachelors of Arts in Film, Television and Interactive Media*

**Awards/Honors:** Presidential Scholar, Dean's List (2024-2025 Academic Year)

## MARKETING EXPERIENCE

**Adamit Productions**, Hackensack, NJ, *Social Media & Digital Marketing Manager*

October 2023 - Present

- Develop and manage social media marketing strategies for 4 brands growing audiences to over 60k followers, generating 200k views per month, securing brand partnerships and increasing monetization revenue
- Create bi-monthly data driven analytics reports to summarize social media performance
- Design comprehensive branding guide to streamline and optimize previous branding strategy, creating a cohesive message and visual identity for the company and its subsidiary brands
- Conduct market research on paid advertisement platforms, SEO content blogging, and brand partnerships

**Roc Nation**, New York, NY, *Digital Marketing & Strategy Intern*

May 2025 - August 2025

- Created and presented a cross-brand marketing campaign between the Paper Planes Brand and a Roc Nation client
- Filmed and edited social media content for the Paper Planes brand generating over 2,000 views per video
- Curated weekly social media trend reports to assist digital media managers in content planning for clients
- Restructured client information databases and automated systems to send timely reminders to key managers

**Manginah Acapella Group**, Waltham, MA, *Communications Coordinator*

May 2025 - Present

- Manage the social media presence and create content to promote events

## OTHER RELEVANT EXPERIENCE

**Possible Consulting Career Accelerator**, *Consulting Participant*

September 2025 - October 2025

- Selected as 1 of 40 students for competitive consulting program focused on strategic thinking and client strategy
- Strengthened skills in market analysis and problem-solving through workshops and case studies
- Completed a capstone project simulating real client work and strategic recommendations

**Camp Nesher**, Lakewood, PA, *Assistant Theater Director; Improv Specialist & Counselor*

Summers 2022 - 2024

- Produced 2-3 theater performances each summer, managing 100+ campers. Assisted with organizing and leading rehearsals, choreographing dance routines, writing scripts and constructing props and sets
- Developed and taught a daily improv theater curriculum for campers aged 9-15
- Assisted in the camp's choirs as the soprano section leader, learning and teaching music to co-staff and campers
- Provided evening supervision for groups of children ages 10-15

## TECHNICAL SKILLS

**Software Proficiency:** Metricool, Manychat, Google Ads, Wordpress, Mailchimp, Adobe Premiere Pro, Capcut, Canva, Microsoft Suite, Click Up, Slack, Chat GPT

**Digital Marketing Skills:** Social media strategy, content creation, brand strategy, email marketing, SEO, trend analysis, copy writing, campaign development, client outreach, A/B Testing