

Allison Fuller

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EDUCATION

Brandeis University , Waltham, MA	GPA: 3.9	Expected May 2028
<i>Bachelors of Arts in Business (specialization in marketing)</i>		
<i>Bachelors of Arts in Film, Television and Interactive Media</i>		

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

MARKETING EXPERIENCE

Adamit Productions , Hackensack, NJ, <i>Social Media & Digital Marketing Manager</i>	October 2023 - Present
<ul style="list-style-type: none">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 revenueCreate bi-monthly data driven analytics reports to summarize social media performanceDesign comprehensive branding guide to streamline and optimize previous branding strategy, creating a cohesive message and visual identity for the company and its subsidiary brandsConduct market research on paid advertisement platforms, SEO content blogging, and brand partnerships	
Roc Nation , New York, NY, <i>Digital Marketing & Strategy Intern</i>	May 2025 - August 2025
<ul style="list-style-type: none">Created and presented a cross-brand marketing campaign between the Paper Planes Brand and a Roc Nation clientFilmed and edited social media content for the Paper Planes brand generating over 2,000 views per videoCurated weekly social media trend reports to assist digital media managers in content planning for clientsRestructured 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 , <i>Consulting Participant</i>	September 2025 - October 2025
<ul style="list-style-type: none">Selected as 1 of 40 students for competitive consulting program focused on strategic thinking and client strategyStrengthened skills in market analysis and problem-solving through workshops and case studiesCompleted 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