



# Kalisha Allen

## DESIGN AND DIGITAL MARKETING

Accomplished saleswoman and marketing strategist with a focus on customer engagement, who designs digital content for social media and email campaigns.

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Brooklyn, NY

[www.kalishaallen.com](http://www.kalishaallen.com)

## SKILLS

- Efficiently track deadline and project to ensure completion
- Excellent interpersonal communication skills
- Effective time-management techniques
- Strategically design and implement creative branded materials
- Able to handle challenges, with proven history of increased productivity
- Critical thinking/problem solving skills
- Strong sense of accountability and integrity

## SPECIALIZED TRAINING

Certificate of completion  
Front-end development

Code Louisville | 2017

## EDUCATION

BA: Advertising and Marketing  
Indiana University

- Academic FT: Awarded \$1300 for maintaining 3.8 GPA
- Thelma B. Alford: Awarded \$2500 for high-academic distinction
- Deans List ( 2009-2010)
- National Honor Society Member (2009-2013)

## IT SKILLS:

Microsoft Office- PPT, Word, Excel, Outlook), HTML, CSS, Sketch, Bootstrap, Visual Design Studios, Google Apps, Keynote, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Windows, Mac OS X, Mailchimp, Boozuoo

## PROFESSIONAL EXPERIENCE

### ASSISTANT ACCOUNT EXECUTIVE

Zev Digital Marketing Consultancy

July 2017-Present

Responsible for assisting Account Manager with designing social media content and email marketing newsletters. Strategize project goals to define client vision. Monitor trends in social media tools and KPI measurement.

- Spearhead monthly social media content calendar and email newsletters
- Leverage social media engagement for clients, remaining knowledgeable and up to date on all client collections

### TRAINING COORDINATOR

Jeff Ruby's Culinary Entertainment

September 2014 - June 2017

Collaborated with management team to keep new hires and my fellow coworkers trained and certified. Provided optimal customer experience through conflict resolution, creativity and consistently working proactively in delivering high quality results and providing thoughtful and anticipatory service

- Created comprehensive daily task sheet for bartenders and cocktail servers for smooth running shift.
- Promoted teamwork while providing exceptional service and guest dining experience.

### MANAGER/ ADMINISTRATIVE ASSISTANT

Tumbleweed

March 2008 - September 2014

Directed staff meetings to update, review, and reinforce policies and procedures. Discovered use of new hire feedback in training department, resulting in 50% boost in customer satisfaction and 3% decrease in turnover. Constructed team performance reviews from feedback of customer service inquires, trainers, and management team. Improved daily operations, setting guidelines for employee request off and shift change

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