



## Marisela Allen

805-816-1122 marti.allen@yahoo.com <https://mvaphotography.myportfolio.com>

Innovative digital and public affairs specialist with a highly detail-oriented methodology in development for brand specific information through various media distribution channels to reach the widest audience possible. Proven ability to manage, develop and implements digital communication products for the healthcare system internet, intranet, SharePoint, social media/networking platforms and electronic displays. Have utilized visual materials and software applications to communicate information through print, electronic means, Internet, Intranet and multimedia computer applications including, but not limited to Adobe software, Microsoft software, social media software and web design and management software. Creative that Independently plans and carries out all phases of the production interpreting the work orders, projects, assignments and or policy regarding the treatment of given topics in digital media. Conducts training as well as Organizes, participates in, collaborates with, and as appropriate leads editorial committees and groups developed to plan and execute facility web content. Top priority is ensuring technical issues related to web are identified and addressed in a timely manner.

### EXPERIENCE

#### **Visual Information Specialist, West Palm Beach Veterans Healthcare System, West Palm Beac FL- 12/1/2022-Present**

Manages and develops and implementation of digital communication products to include but not limited to: internet, intranet, SharePoint, social media/networking. Leads projects requiring highly technical skills, effective organization and customer service. Responsible for digital media activities in accordance with Federal, VA, VHA and Medical Center mandates for Public Affairs.

- Manages and developed three Sharepoint sites for various departments at West Palm Beach Healthcare system assisting in increasing facility awareness of community an outreach events.

- Assisted in authorizing more than 10 new users as web authors on Sharepoint providing proper training on website usage adhering to VA web policies leading to an increase in staff content contributions by organizing and collaborating with various committees developing a plan of execution
- Utilized Adobe Creative Suite to create a plethora of social media content to include graphic design, and video productions for the VA helping to increase each platform's audience boosting traffic more than 80% increasing viewer interaction.
- Assisted in implementing a digital newsletter on Sharepoint utilizing various visual materials and software to communicate pivotal healthcare information to staff helping increase community awareness of events and highlight employee appreciation creating more Intranet traffic by 20%.
- Independently planned and created a new printing LEAF log using Microsoft software increasing work order and customer pickup completion rate by more than 50%.
- Organized and created new digital program flyer addressing all technical issues in a timely manner adhering to VA policy leading to the program driving more Veteran enrollment and awareness.

Salary: \$58,000  
40hours/week  
Kaila Bird

**Deputy Sheriff, Osceola County Sheriff Office, Kissimmee FL-1/1/2022-12/1/2022**

Maintains law and order and serves legal processes of the courts. Duties include but are not limited to patrolling of assigned areas, crime investigation, traffic control, evidence collections, and service of legal documents.

Salary: \$46,000  
40hours/week  
Marcos Lopez

- Investigated over 100 crimes; by interviewing witnesses, victims and suspects; gathering and marking all physical evidence; responsible for the custody and disposition leading to convicting over 30 successful convictions.
- Prepared detailed written records and fingerprint analysis assisting in identifying a wanted suspect leading two felony arrests and closing of the investigation.
- Created 15 domestic abuse reports and follow up investigations regarding highly confidential information by independently carrying out all phases of an investigation report by interpreting policy and investigative information leading to 10 successful suspect arrests.
- Utilized visual material and software application to communicate information through print for community events and outreach opportunities for department by electronic means, internet and multimedia computer applications.

**Armor Up Ambassador Supervisor, University of Central Florida, Orlando, FL9/1/2020 - 1/1/2022**

Manages and supervises of all the armor up ambassador staff focusing on their performance in terms of enforcing COVID-19 guideline standards and safety practices of proper PPE on the university campus and their behavior whilst on duty.

Salary: \$25,000

40hours/week

Maureen Hawkins 407-385-2191

- Demonstrated leadership, accountability, and teamwork by managing a team of 62 employees by empowering the staff members to reenforce COVID-19 safety procedures and ensure all students adhere to policy standards; helping raise policy awareness and increasing positive screens by more than 30% utilizing visual marketing materials to include multimedia applications and social media software.
- Ensured more than 18,000 COVID app self-checks were completed in the first month of program introduction decreasing COVID spread on campus by 30% by using multimedia software applications successfully with Adobe Software and social media design applications.

- Trained and supervised 60+ employees. Facilitated meetings, and individual consulting and performance evaluations to motivate team members and to stimulate a better team environment and cohesive work ethic ensuring all issues were identified and addressed in a timely manner.
- Independently developed a plan and carried out all phases of the process leading to increased University compliance rate of the COVID-19 self-checker app by more than 30% by ensuring all employees enforced policy guidelines on campus, aiding in 198 positive screens in the first month of the program integration on campus.

**Building Manager, University of Central Florida, Orlando, FL— 7/1/2019 - 9/1/2021**

Manage all aspects of the Recreation and Wellness Center operations during open hours. Supervise on-duty student associates and all activities in the Recreation and Wellness Center.

Salary: \$10,100

29hours/week

Mari Milenkovic 407-491-0141

- Demonstrated leadership, accountability, and teamwork by managing a team of 10 employees by empowering the staff members to participate in local events helping raise facility awareness by utilizing visual marketing materials to include print, electronic and internet means leading to an increase of patron traffic by more than 15% at the gym facilities
- Trained and supervised 10+ employees organizing, participating in, and collaborating with a plethora of University groups to develop and plan target audience marketing techniques to ensure team members were motivated and fostered a cohesive work environment in a 7,800 sq. ft. facility
- Completed more than 30 inventory checks, and facility reports promptly to ensure no discrepancies resulting in 100% rating on building facility inspection
- Assisted various private contractors and managed department work orders, and contract orders ensuring all supplies were on hand and contractors adhered to University policy and procedures ensuring facility was prepared for safety inspections

**Lead Digital Media Marketing Assistant, University of Central Florida, Orlando, Florida—5/1/2019 - 7/1/2019**

Salary: \$10,100

29hours/week

Mari Milenkovic 407-491-0141

Responsible for developing, implementing and managing marketing campaigns to promote RWC at Downtown for University of Central Florida and its services. Playing a major role in enhancing facility awareness within the digital space as well as driving website traffic and acquiring new student patrons while also ensuring technical issues related to web are identified and addressed in a timely manner.

- Identified and executed improvements for processes, content , and social media marketing campaigns at the RWC Downtown increasing social media channel traffic with Adobe software and social media software
- Promoted event and facility services by conducting target audience analysis, and streamlining social media posts increasing facility patron attendance more than 25% with Meta Hub Business Suite

**Lead Public Affairs Photographer, Naval Mobile Construction Battalion, U.S. Navy,  
Port Hueneme, California— 6/2/2014 - 5/1/2019**

Salary: \$28,900

50+hours/week

Michael Lopez 719-331-1771

Covered news events, ceremonies, accident investigations and provided photography for release to Navy and civilian publications or for use in Navy historical documents as well as facilitating command training and publishing command photos for press releases on social media sites as well as web sites.

- Photographed high quality images for special events to include weddings, parties, non- profit organizational sorties and private studio portraits with keen detail to composition and lighting balance producing a product that gave 100% customer satisfaction

- Delegated tasking and planned for more than 25 on-location studio shoots managing a team of two assistants in the placement of lighting equipment, subjects, facilitating proper inventory counts maintaining 100% accountability for all end of the year inspections with no discrepancies
- Maintained high levels of client satisfaction by designing and implementing a new digital and visual pricing system for all studio transaction made online and in store boosting customer trust and studio transparency in person and online driving sales more than 10%
- Exercised technical skill in the field of software applications utilizing Adobe Creative Cloud software to manipulate, crop, and color correct more than 200 final raw images fulfilling all client contract deadlines on or ahead of schedule resulting in zero customer complaints.
- Answered client inquiries in person and via social media channels, quelling concerns, providing studio information, giving directions, and relaying proper pricing fees in a friendly manner increasing positive company reception.

**ASSISTANT PUBLIC AFFAIRS SPECIALISTS, Naval Mobile Construction Battalion, U.S.**

**Navy, Port Hueneme, California— 6/2/2014 - 5/1/2019**

Salary: \$28,900

50+hours/week

Micheal Gomez 719-733-3271

Responsible for writing and producing print and broadcast journalism news and feature stories for the Naval Mobile Construction Command in Port Hueneme while in homeport as well as deployed. Prepared civilian newspapers articles, community command magazines, and shoot ads for in unit television broadcast stations. Responsible for training and facilitating new policy guidelines for ethical photographic behavior and interacting with foreign and national organizational personnel

- Responsible for creative design for prominent organizational newsletter titled “The Bearing Duel” for Naval Command Ventura County increasing community engagement dramatically boosting online interactivity through social media channels

- Created a detailed association flyer and brochure for a community outreach event for a Suicide Awareness campaign for distribution through print, email, and social media channels which boosted community program awareness more than 50% drawing in more than 50 attendees for the event
- Managed and engaged a team of 20 public affair representatives communicating clearly project objects for a fundraising event covering photos as well as the development of a news article for the company website promoting a positive organizational message increasing program outreach
- Worked closely with Public Affairs Officer in designing and cover media released plans for images, social media posts, and video released to the public ensuring content reflects quality organizational motives and objectives
- Assistant Facebook analytics tracker for public inquires for the organization responsible for the increase in command traffic to posted content raising post like rating 15%
- Overseen and managed awards and recognition program for more than 600 personnel ensuring all imagery was distributed to the community digitally ahead of organizational deadlines reflecting organizations messaging.
- Communicated social media plan and objects to higher administration through strong verbal rhetoric and proper use of visual and analytical data increasing organization collaborative partnerships to open exchange for diverse ideas
- Provided expert counsel on multiple successfully PR initiatives across 6 departments providing end-to-end direction managing a team 15 employees producing effective social media content that positively reflected the organization's reputation
- Assisted in managing over \$1m budget of camera equipment, to include lighting, and programs during an organizational inspection resulting in zero violations of policy guidelines

- Assisted the organization in negotiating a new external vendor to develop the company yearbook reducing production and shipping cost by \$2k adhering to departmental policy and procedures
- Trained new public affairs representatives in technical photographic composition rules, documentary storytelling, and journalism writing styles increasing qualified personnel more than 50% raising department productivity significantly allowing content for national audiences
- Drafted and edited news releases web content, positioning stories, and pitches in support of command public relation objectives for public community outreach programs

**LEAD HEAVY EQUIPMENT OPERATOR, Naval Mobile Construction Battalion, U.S.**

**Navy, Port Hueneme, California— 6/2/2014 - 5/1/2019**

Salary: \$28,900

50+hours/week

Denise Demontagnac (228)-383-8830

Performed tasks involving deployment and operation of automotive, materials handling, weight lifting, and construction equipment. Directed and coordinated efforts of individuals and crews in more than two overseas deployments executing the construction of, earthmoving, road building, quarrying, asphalt batching and paving, concrete batch plant operations, concrete paving, and transit mixer operation assignments to build foreign national relationships for increased command efficacy. Also maintained records and reports on mobile and stationary equipment, organizing and supervising automotive and construction equipment pools for command usage and proper maintenance records for individual combat readiness, ensuring the command is ready for combat and disaster preparedness or recovery operations.

- Managed and directly performed over 50 hours of extensive site preparation activities effectively overseeing \$5m dollars worth of construction equipment performing company objectives ahead of operational schedule
- Coordinated moved of over 300 personnel, 10k gallons of fuel with 6k tons of critical equipment to increase operational readiness of the organization by 90%



- Supervisor responsible for mobilizing team of 8 personnel on high priority project site communicating clear strict safety practices to be adhered to resulting in the completion of the project ahead of deadline
- Managed 18 personnel and civilian schedules using timekeeping software recording work day hours with zero discrepancies resulting in constant salary compensation for all personnel
- Independently created new study program for personnel advancement test for providing extra technical training with written study guides and personal one on-one sessions resulting increased examination pass rate of 15%
- Demonstrated strong team building momentum leading a crew size of 12 by ensuring feedback was answered and communication channels were clear to incite the swift clearing and grubbing operations to complete a mission critical construction project ahead of project deadline
- Assigned as a transportation supervisor for strong adaptability and organizational and initiative leading 7 personnel managing a budget of over \$4m encompassing vehicle, cranes and heavy construction equipment creating a new request tracking system to
- Planned and designed new foreign national licensing procedures giving higher priority to increasing positive relations with the host nation increasing organizational image and community reception

## **EDUCATION**

M.A. Digital Media, University of Central Florida, FL—2019-2021

B.A.S. Digital Multimedia and Web Technology, University of Maryland, College Park, MD — 2015 - 2018

A.S. Digital Multimedia and Technology, Polk State College, Lakeland, FL — 2012 - 2014

## **SKILLS**

- Photography
- HTML
- Microsoft Suite
- Video Production
- Digital marketing and Research
- Journalism
- Adobe Creative Suite

## **ACCOMPLISHMENTS**

Letter of Appreciation from Director of Morale, Welfare and Recreation  
Department John E. Iwaniec in support of performing beach cleanup in Okinawa Japan for  
quality of life improvements for the active duty personnel, retirees, DOD civilians, and local  
nationals

Letter of Commendation for superior performance while serving as project crew leader for  
Naval Mobile Construction Battalion 3 performing demanding duties in an exemplary and  
highly professional manner. Instrumental in placed of 9,500 cubic meters of base course  
and essential in road building operations reflecting highest traditions of the U.S. Navy

Awarded Good Conduct Award for outstanding fidelity zeal and obedience in the service of  
the U.S. Navy on June 1, 2017

Letter of Appreciation from Officer in Charge of Navy Munitions Command Atlantic  
Detachment Bahrain C.R. Keech in for outstanding performance, professionalism attention  
to detail, and positive attitude were instrumental in the meticulous processing of more than  
20 truck request allowing attachment to meet weapon readiness requirements of over 30  
commands and deployed warfighter within the fifth fleet operational theater as supporting  
transportation liaison for Navy Munitions Command Atlantic Detachment Bahrain !

Created quarterly digital magazine to represent community and command engagement  
increasing morale and public outreach

## **REFERENCES**

Dr. Gregory Johnson, PHD, Polk State College, Department Director of

Digital Media Francis Villareal, MBA, University of Maryland

Dorsey Solares, Owner of MIDAS LLC

Mari Milenkovic, MBA, University of Central Florida Associate Director of RWC @  
Downtown

Lisa Molloy, MBA, University of Central Florida Director of Aquatics Recreation and Wellness  
Center