

# MARY ALLISON

# CASEY

## Education

Miami University — Oxford, Ohio  
Expected Graduation: May 2017  
BA Professional Writing GPA 3.67  
BA Strategic Communications GPA 3.48  
Nonprofit Communications

## Work Experience

### Media Intern | College of Arts and Science, Miami University

August 2016 — Present

- Collaborate with department chairs and program directors to write and edit specialized news stories and recognitions, particularly within the Political Science and Anthropology departments
- Conduct and write-up interviews with faculty, alumni, and students
- Create and maintain multimedia communications

### Account Coordinator | Creative Promotions Agency, NYC

June 2016 — August 2016

- Talent management agency located in Manhattan, NY, specializing in corporate event production.
- Created a new web platform for those seeking potential representation as well as potential bookings
- Emphasized the agency's specialization in Diversity & Inclusion programming by signing three new featured lecturers from the field

### Development Volunteer | GIVE, Nicaragua

May 2016 — June 2016

- Growth International Volunteer Excursions is a grassroots organization that recruits volunteers internationally to promote sustainable development at their four base camps
- Personally fundraised over \$2,500 in three months in order to finance my donation
- Lived & labored with the villagers, hand clearing land for homes, leading adult & children's English classes, partnering in a co-op business venture, and helping lead the community's first computer classes

### Media Planner & Marketing Intern | Brandmuscle Inc., Cleveland

May 2015 — August 2015

- Marketing company that enables brands to own local decision making by coordinating networks of distributors, dealers, and salespeople
- Placed on the Allstate marketing team, collaborating in cross-platform media fulfillment
- Managed client accounts using CRM software and performed graphic operations
- Maintained daily communication with clients & vendors in maintaining brand standards

### Contributor | SB Nation Swish Appeal

September 2015 — Present

- Recruited to train as a writer for the NCAA/WNBA site of SB Nation, Swish Appeal
- Credentialed to attend NCAA and WNBA games as a member of the press; interview coaches, players, and their families in order to compose game analyses and special features

## Involvement

### VP of Publications | Public Relations Student Society of America

August 2015 — May 2016

- Served on the Executive Board of one of the largest PRSSA chapters in the nation
- Lead my committee in the production of a monthly online publication (PRemiere), acting as committee editor and designing the releases using Adobe InDesign, Photoshop, and Illustrator

### Undergraduate Writing Consultant | Howe Writing Center

January 2014 — October 2015

- Completed semester-long consultant training course
- Review and edit written work of undergraduate, graduate, and Ph.D. students, as well as faculty members
- Collaborated with other consultants on continuing research to be presented at the IWCA NCPTW Conferences

## Address

Permanent  
7313 Marblehead Dr.  
Hudson, OH 44236  
School  
10 1/2 W Park Place, Apt. B  
Oxford, OH 45056

## Technical Skills

Adobe InDesign  
Adobe Photoshop  
WeVideo  
CRM

## References

Jared Risch  
Media Lead • Brandmuscle  
440.799.2558

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CEO • CPA  
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## Contact

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