

Alison M. Tidwell

AlisonTidwell1@gmail.com

331 Mattison Ave, 3rd Floor, Ambler PA, 19002 – 215.429.4728

EDUCATION

Temple University, School of Media and Communications
Bachelor of Arts – Advertising, Account Management

December 2013

RELEVANT EXPERIENCE

Publicis Health Media – Philadelphia, Pa
Paid Social Media & Search Analyst

April 2016 – Present

- Collaborates with internal brand partners to influence clients' social media goals and client deliverables. Issues timely and accurate documentation and correspondence
- Researches target audience interests/activities on social media to develop targeting strategy
- Develops campaign structure and sets-up campaigns within social platforms
- Compiles data across several social platforms and create weekly/monthly reports, including key metrics and analysis for insights, optimizations and future strategy development
- Create ad copy under Pharmaceutical rules and regulations
- Manages client facing deliverables and communications specs, program details and deadlines
- Contribute in Agency POVs
- Participates in client status calls and financial meetings with client and provides timely follow-ups

WW Hospitality Marketing – Philadelphia, Pa
Account Planner and Administrative Assistant

June 2014 – March 2016

- Manage Facebook PPC Campaigns, post for and monitor hotel client pages of typically 5,000+ viewers
- Research and create appropriate media plans according to Clients' need and budget
- Proof read final versions of all creative work and apply edits through Photoshop, Word, Adobe and Excel
- Manage email marketing accounts using the My Emma and/or Constant Contact program
- Control synchronized online listings accounts using the program Yext and creating monthly reports
- Create presentations using PowerPoint
- Act as the liaison between clients and designers and maintain upright client relations
- Office Management – *Organize client meetings, take and send out meeting notes to all attendees, company representative for various events, keep up to date with industry trends, handling FedEx account and supplies, order all office materials and restock when needed, manage office equipment*

Blackstone Development – Philadelphia, Pa
Marketing Coordinator

January 2014 – June 2014

- Create/monitor social media sites and campaigns – Facebook (500+ viewers), Twitter (100+ viewers), LinkedIn
- Attend local events to promote/network amongst target audience and other companies
- Write ads online for different apartment listings
- Organize luncheons/events for visiting investors, potentials partners and Blackstone
- Daily phone calls with current/future renters, investors and partners

INTERNSHIP AND OTHER WORK EXPERIENCE

Masterminds Agency – Philadelphia, Pa
Social Media Marketing Intern

August 2013 – December 2013

PA CareerLink – Philadelphia, PA
Social Media Marketing Intern and Program Assistant

December 2012 – August 2013

Mega Sun Tanning – Philadelphia, Pa
Sales Associate/Assistant Manager

May 2013 – January 2014

Fox & Hound – Philadelphia, Pa
Server

March 2010 – May 2013

HONORS & ORGANIZATIONS

oMAP Certified 2016

SMC Dean's List Fall 2013

Ad Campaigns Capstone Winner Fall 2013

Philly Ad Club, Member

Alpha Epsilon Phi, Events Coordinator

Mission Kids, Volunteer

SKILLS

Marketing, Analytics, Digital – Microsoft Office, PowerPoint, Excel, Adobe, Adobe/Google Analytics, Facebook Insights & PPC, Email Marketing, WordPress

Interpersonal – Communicating, Presenting, Negotiating, Problem Solving, Decision Making, Strategizing, Planning, Organizing, Relationship Building