

AUDREY ALLEN

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EDUCATION

University of California, Los Angeles (UCLA)

Los Angeles, CA

Bachelor of Arts in Communications | Minors in Professional Writing & Entrepreneurship

Expected June 2025

- GPA: 4.0 (Dean's Honor List)
- Honors Student in College Scholars Program

UCLA Division I Cross Country and Track and Field

Los Angeles, CA

Student-Athlete

Sept 2021–Present

- Represent UCLA during the Fall (Cross Country), Winter (Track) and Spring (Track) quarters
- Maintain strong academic standing with practice 20+ hours a week and frequent travel for over 6-8 meets a quarter
- Recognized as a top-three runner for women's team during the 2021 Cross Country season

PROFESSIONAL EXPERIENCE

Plant Works Nutrition, Inc.

San Francisco Bay Area

Digital Marketing & Communications Intern

June–Sept 2022

- Ignited brand ambassador relationships and managed influencer marketing program and outreach
- Designed and posted social media content to boost digital engagement and build brand identity
- Created and published email marketing campaigns and analyzed consumer analytics
- Wrote blog posts surrounding topics of health, wellness, and nutrition, using keywords to optimize SEO
- Promoted ambassador program packages, fulfilled product orders, and hosted sampling events
- Conducted extensive digital marketing competitive research to analyze and improve internal practices

Girls on the Run of the Bay Area

San Francisco, CA (Remote)

Business & Operations Intern

Feb–June 2022

- Learned operational and logistical tasks of running and financing a non-profit
- Executed project management skills by assisting with planning/preparation for annual fundraiser silent auction event
- Coordinated professional communications, market research, and community outreach for designated project
- Reported and analyzed fundraising and consumer data in Salesforce CRM Database
- Procured auction items for fundraising event valued at over \$9,000 leading to a 400% return

Vitality Bowls

Lafayette, CA

Shift Leader

June 2020–Dec 2021

- Enacted operational improvements for customers and employees such as the Loyalty Program
- Guided employees through 20-30 daily tasks and calculated/managed labor to sales percentages
- Multi-tasked to take orders/prepare/serve food, maintained a fast-paced work environment

The Mirador

Orinda, CA

Editor-in-Chief

May 2020–June 2021

- Oversaw 35 students in daily operations and orchestrated production of 7 school newspapers
- Utilized Adobe InDesign for article editing and layout, balanced budget for printing resources
- Chaired committee for staff interviews and worked to fill Editorial Board positions
- Increased print subscription revenue, readership, and online user interaction through advertising
- Earned first-place recognition for Outstanding Student Editor and Overall Publication Excellence at county awards

EXTRACURRICULAR ACTIVITIES

Bruin Women in Business

Los Angeles, CA

Marketing Committee Member

Sept 2021–Present

- Participate in weekly workshops to gain knowledge/skills in marketing industry and learn from guest speakers
- Create connections with business-minded women to discover and enhance career opportunities

Student-Athlete Mentors

Los Angeles, CA

Committee Member and Student-Athlete Resource

Sept 2021–Present

- Contribute to educational series through project around eating disorder awareness, prevention, and support
- Participate in meetings/trainings, focus on promoting mental health and improving teammates' lifestyles

ADDITIONAL INFORMATION

- **Technical Skills:** Adobe InDesign, Google Suite, Klaviyo marketing and Shopify eCommerce Platforms, Salesforce software, Canva graphic design, Social Media Content Creation & Marketing, Creative & Professional Writing, Project & Task Management