

CHRISTINA VAN ALLEN

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Communications and marketing specialist. Versatile media professional with 7+ years of experience. Creative and analytical thinker with a strong background in corporate communications, public relations, and storytelling.

PROFESSIONAL EXPERIENCE

Center for Urban Transportation Research - Tampa, Florida

November 2018 - Present

Communications and Marketing Director

- Spearheaded branding across the web and distributed platforms for multimillion-dollar transportation research firm
- Responsible for press releases, media packages, newsletters, local/national news coverage
- Crafted pedestrian and bicycle safety outreach campaigns for State University System of Florida
- Organized Congressional visits, webinar trainings, online courses, and study abroad trips
- Restructured company website and designed a media room to highlight research and secure funding
- Acted as communications point for \$7.5M national grant - National Institute for Congestion Reduction
- Consolidated and organized 20+ years of research, improving efficiency for partners
- Overhauled online presence, managed websites, media channels, increased following by 81%
- Assisted programs and with media presentations, videos, graphic design, and crisis communications

SPCA Florida - Lakeland, Florida

November 2017 - November 2018

Digital Media Manager

- Responsible for all graphics, videos, pictures, websites, and other media-related content for three company campus
- Worked with community leaders to implement strategies to increase pet care and responsible ownership
- Writer, editor, and designer for all newsletters, email campaigns, annual/donor reports, and media appearances
- Acted as sole moderator for 150k+ followers on social media platforms
- Crafted original content & tracked analytics to improve user experience - increased adoptions and vet appointments
- Increased Instagram following by 400%, increased Facebook engagement - 500k+ interactions on single post
- Acted as media liaison - responsible for weekly coverage of campus, events, and animals through news stations
- Founded Florida's first daily "adoption" program to increase program viability, doubled donations for the month
- Trained marketing assistant and interns in media best practices

Cause + Effect Film Festival - Athens, Georgia

April 2016 - November 2017

2016 Assistant Director

- Media manager - increased Facebook followers by 1400%, doubled number of entries to festival
- Responsible for creating all content and promo graphics and press releases
- Managed paid and organic social media and Facebook analytics, secured donations and business partnerships

SKILL SET

- MS Office Suite (Word, Excel, Powerpoint), Google Drive
- Adobe CC (Photoshop, InDesign, Illustrator, Premiere)
- Social media analytics, Google Analytics certified
- Website creation and management (Wordpress)
- Graphic design, logo development, brand management
- Community outreach, event planning
- Email marketing certified, fluent in MailChimp
- Qualtrics, Survey Monkey, data collection
- Press releases, speeches, reporting
- Basic technology support and troubleshooting

EDUCATION

University of Georgia

August 2015 - May 2017

Master of Arts: Journalism and media; Graduate Honor Society

- Lead researcher for Brazil/UGA qualitative media research PR project
- Responsible for 900+ students, graded 1500+ papers, held test reviews and resume fairs
- Acted as journalism camp leader: instructed over 60 students in media best practices and Adobe CC training

Columbus State University

August 2008 - December 2012

Bachelor of Arts: Communications; Honor Society