



# ALLISON DONOVAN

Marketing + Communications Professional

## CONTACT

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Carmel, IN 46032

## EDUCATION

### BACHELOR OF SCIENCE: MARKETING

2018  
Kelley School of Business | IUPUI  
Indianapolis, IN

## EXTRACURRICULARS

American Marketing Association  
President-Elect | 2022 - 2023  
Programming Chair | 2021 - Present  
Member - Indy Chapter | 2020 - Present

I Support The Girls  
Volunteer | 2021

Greenfield-Central Aquatics Team  
Coach | 2018 - 2020

## PAST INTERNSHIPS

The Indianapolis Zoo  
Marketing + Events Intern | May '18 - Aug. '18

Kelley School of Business External Affairs  
Marketing + Events Intern | Apr. '17 - May '18

## SOCIAL

f fb.me/alli.donovan

📷 @\_allidonovan

🐦 @\_allidonovan

## EXPERIENCE

### ACCOUNT EXECUTIVE

Miller Brooks | February 2021 - Present

- Manages and oversees eight [8] constant client accounts:
  - ClarkDietrich; TYPAR; Ruprecht; Remco; Loctite; Fiberon; Henkel Packaging; and Fortune Brands
- Communicates with clients and aggregates information about project needs
- Coordinates with internal and external teams to meet milestones
- Develops timelines, creates creative briefs, and assesses over each project through every step of the job process.

### ACCOUNT MANAGER

Sport Graphics | October 2020 - February 2021

→ ASSISTANT ACCOUNT MANAGER | October 2019 - October 2020

- Primary internal & external contact for inquiries, job management, delivery/installation, & execution of day-to-day projects for clients: Finish Line & HyVee.
- Responsible for oversight of multiple print projects at a time: This involved coordinating and communicating with clients and internal departments to ensure timeliness and completion.
- Managed over 2,800 Finish Line inventory items to determine what needs restocked for store orders.

### COMMUNICATIONS MANAGER

Hancock County Community Foundation | September 2018 - October 2019

- Managed & executed all communication tools, designed all in-house marketing pieces using Canva, & coordinated with partners in the community to coordinate production of ads, brochures, etc.
- Supervised & created strategic plans for all social media accounts, increased followers on all platforms (including Facebook, Twitter, Instagram, LinkedIn, and Snapchat), and managed posts & organization analytics through Hootsuite.
- Maintained an up-to-date database, supported the Advancement Officer & President in donor development through phone and email communication, & recorded gifts received by the Foundation into database.
- Planned, implemented, & evaluated all special events - including a women's philanthropy event with over 125 attendees.

## CORE QUALIFICATIONS:

Marketing & Communications

Customer Service

Time Management

Social Media - HubSpot Certified ✓

Special Events

Project Management

Writing

Multi-Tasking

Hootsuite

Organization

Research

Business

Team Leadership

Canva

## REFERENCES:

- COLLEEN COOPER, *Director of Client Services*
  - Sport Graphics
  - Phone: 317-965-1887
  - Email: ccooper@sportg.com
- BRIAN McKEE, *Director of Planning, Estimating, & Purchasing*
  - Sport Graphics
  - Phone: 317-370-1961
  - Email: bmckee@sportg.com
- NICOLE BOLES, *Assistant Director of Logistics*
  - Sport Graphics
  - Phone: 317-902-2074
  - Email: nboles@sportg.com
- MARY GIBBLE, *President/CEO*
  - Hancock County Community Foundation
  - Phone: 317-462-8870
  - Email: mgibble@giveHCgrowHC.org
- EMILY WETHINGTON, *Advancement Officer*
  - Hancock County Community Foundation
  - Phone: 317-462-8870
  - Email: ewethington@giveHCgrowHC.org
- TERESA MACKIN, *Assistant Director, Communications and Media Relations*
  - Kelley School of Business at IUPUI External Affairs Office
  - Phone: 317-274-2233
  - Email: tmackin@iu.edu
- ROB McLIN, *President/CEO*
  - Good Samaritan Hospital
  - Board Chairman of the Indiana Hospital Association
  - Phone: 812-885-3193
  - Email: rmclin@gshvin.org
- FELICIA MORRIS, *Program Coordinator, Admissions and Student Services*
  - Kelley School of Business Physician MBA Program
  - Phone: 317-274-3855
  - Email: famorris@iu.edu
- GEOFFRE SHERMAN, *Lecturer*
  - IUPUI School of Physical Education and Tourism Management
  - Phone: 317-274-9520
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- ERICA SHONKWILER, *Lecturer*
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