

Allison Matthews

(904) 514-4133

allisonmatthews00@gmail.com

Website: <https://www.allisonmatthewscommunication.com/>

EDUCATION:

Flagler College, St. Augustine, FL

Bachelor of Arts in Strategic Communication, Minor: Psychology

May 2022

PROFESSIONAL EXPERIENCE:

Cox Media Group- Action News Jax, Jacksonville, FL

Assignment Editor, January 2022-Present

- Draft articles, manage official website and social media
- Manage reporters, sending them to story locations
- Cut and edit newscast video
- Monitor social media and police scanners
- Achieved the following in 2 ½ years with the company:
 - Stories with my byline have generated hundreds of thousands of pageviews (Source: Google Analytics 4 via Tableau)
 - Increased Facebook followers by 1.2K% (Source: Facebook Insights)
 - Instagram reach, content interactions, and link clicks by 100% (Source: Facebook Insights)

St. Johns County Clerk of Court, St. Augustine, FL

Communication Intern, January 2022-May 2022

- Draft copy for social media posts and website
- Create Gantt chart timelines for the Clerk of Court
- Draft copy and gather information for new IntraWeb
- Draft official news releases

Shutters & Blinds of Jacksonville, Jacksonville, FL

Social Media Contractor, January-March 2020

- Create monthly strategic social media plans
- Create and manage social media posts on Facebook and Instagram
- Evaluate campaign success through likes, shares and comments metrics

KEY PROJECTS:

Flagler College Capstone- RSVLTS, Hoboken, NJ

Campaign Copywriter, Fall 2021

- Created strategic plan for #myRSVLTS campaign
- Drafted copy for social media and other campaign materials
- Drafted and designed official campaign book

Flagler College Research- Third City Roastery, College Town, PA

Research Coordinator, Spring 2021

- Lead secondary research on Millennial client base and shopping behaviors
- Drafted strategic plan regarding client reach and preferences

SKILLS

Adobe Photoshop Copywriting Social Media Planning Strategic Planning Qualtrics
Adobe InDesign Newswriting Video Cutting/Editing Data Mining/Research
Arc Publishing Microsoft Products (Word, PowerPoint, Excel, etc.)