

ALLISON elizabeth CHVOJAN

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EDUCATION

Louisiana State University // Baton Rouge, La. // 2011-2015
Bachelor of Arts in Mass Communication // Focus in Public Relations
Minor in International Studies // Focus in European Studies
Masaryk University // Brno, Czech Republic // January-June 2014
School for the Talented and Gifted // Dallas, Texas // 2007-2011

SKILLS

++++ Social media management (Twitter, Instagram, Facebook)
++++ Hootsuite
++++ Writing and content curation
++++ Typing
++++ Microsoft Office
++++ Hootsuite
+++ Event management + planning
+++ Graphic Design
++ Digital photography
++ Sprout Social
++ Mail Chimp
++ Constant Contact
++ Adobe Creative Suite

ACADEMIC HONORS

Academic Scholars Nonresident Award Scholarship // 2011-2015
Chancellor's Student Aid Job // 2011-2015
Rho Lambda Panhellenic Honor Society // 2013-2015
Phi Sigma Theta National Honor Society // 2012-2015

COLLEGIATE ACTIVITIES

Public Relations Student Society of America // 2012-2015
Kappa Alpha Theta Sorority // 2011-2015
Academic Programs Abroad student exchange buddy // 2014-2015
International Student Exchange program ambassador // 2014-2015

POST-GRADUATE AFFILIATIONS

Public Relations Society of America
Dallas Museum of Art Junior Associates
Dallas CASA Young Professionals
Dallas CASA Children's Council
LSU Alumni Association
Kappa Alpha Theta Dallas Alumnae
Dallas Cotillion Club

SOCIALIZE

Facebook: facebook.com/allisonchvojan
Twitter: @allisonchvojan
Instagram: @allisonchvojan

WORK EXPERIENCE

Dallas County Schools // *Marketing, PR and Communications Coordinator*
October 2015 to February 2017

- + Achieved a strong, visible social media presence by developing and managing content across social media platforms, effectively driving brand awareness, engagement and traffic
- + Assisted in crisis communications, government relations, legislative initiatives and other related issues
- + Spearheaded both internal and external marketing campaigns
- + Produced graphics for social media, advertisement, internal digital graphics, flyers, pamphlets and outdoor signage
- + Coordinated and planned internal and external events and conferences

Bread and Butter Public Relations // *Social Media Intern*
July to September 2015

- + Worked with the digital team to execute and oversee social media campaigns.
- + Engaged with clients' fan base, including monitoring and responding on behalf of clients on over 20 Facebook pages, 10 Twitter and Instagram accounts.
- + Aids in the creation of content calendars and content requests per client.

Special Olympics of Louisiana – Capital Area // *Event Director*
January to May 2015

- + Planned and executed the first-ever bring-a-buddy event, "Camp CASOL." Tasks included finding a venue, contacting vendors, volunteers and guests, promoting event to the Baton Rouge and LSU communities, organizing the event timeline, collaborating with designer to create logo and all promotional images.

Louisiana Travel Promotion Association // *Public Relations Intern*
January to May 2015

- + Worked on the launch of the National Hurricane Museum in Lake Charles, La., set to break ground in 2015 and open in 2016 or early 2017.
- + Interviewed board members and wrote exhibit summaries for NHMSC newsletter sent to 2000 subscribers, investors and constituents.
- + In charge of the collection and organization of over 10 years' worth of data.
- + Aided in pre-event logistics and fundraising presentations.

Louisiana State University // *Student Office Worker*
August 2011 to May 2015

- + In charge of set up and take down of special events occurring weekly or bi-weekly at the LSU African American Cultural Center, a branch of the Office of Multicultural Affairs.
- + Oversaw reception area; included greeting visitors, giving tours of the Center, responding to telephone calls and in-person requests for information.
- + Distributed and promoted events via email for Black History Month.

Families Helping Families of Baton Rouge // *Public Relations Intern*
August 2013 to December 2013

- + Kept media kits, fundraising kits up-to-date.
- + Updated social media (Facebook, Twitter), as well as the official organization website.
- + Created fliers, newsletters for events and lectureships.
- + Coordinated with donors in an effort to fundraise, maintained social media efforts and slideshow displayed at an annual Thanksgiving event with roughly 100 attendees.
- + Generated email blasts and newsletters to be sent to more than 7,000 individuals.

Community Waste Disposal // *Safety Administration Assistant*
December 2011 to August 2013 (summers and winters only)

- + Oversaw reception area; accepted visitors and job applicants; revised policy manuals; filed and organized over 5 years' worth of documents.