

Margot Allemand

Overland Park, KS | margotalmd@gmail.com | (269) 767-3391 | frenchmadebymargot.com
Bilingual: English & French

Experience

YMCA of Greater Kansas City – Overland Park, KS

Social Media & Creative Specialist | Mar 2025 – Present

- Create and manage monthly content calendars, ensuring authentic, mission-driven storytelling across platforms.
- Support center staff with training, content guidance, and Canva template use.
- Design graphics, videos, and digital assets for social, web, print, and email.
- Assist with landing pages, email design, and internal marketing resources.
- Collaborate cross-functionally to deliver campaigns that align with organizational goals.
- Be on site for events and programs to collect/create content
- Assist in executing marketing campaigns, including concept development and asset creation.

Western Michigan University – Kalamazoo, MI

Success & Marketing Specialist Senior | Mar 2024 – Mar 2025

- Manage and execute the communication plan for the Registrar's Office
- Design promotional material, press releases, web, and social media content
- Develop recommendations for communication initiatives and implement measures to evaluate the effectiveness of communication efforts
- Track student academic performance, time to degree, and graduation eligibility
- Managed and executed Registrar's Office communication plan.

Missouri Valley College – Marshall, MO

Director of Student Engagement & Adjunct Graphic Design Instructor | Jul 2023 – Feb 2024

- Develop and manage activities and events designed for the social and cultural development of students
- Promote, educate, and enhance awareness about community inclusion
- Develops and curates engaging content for social media platforms by creating and editing all written, video, and photo content
- Attend events, produce live social media content, and maintain a unified brand voice across different social media channels
- Assist the Residence Life area with student engagement and other student concerns
- Taught ART-340 (Graphic Design III) and Freshman Seminar

Murrell Library, Missouri Valley College – Marshall, MO

PR, Marketing & Outreach Specialist | Aug 2019 – Jul 2023

- Coordinate all library events and activities to enrich cultural and social programs
- Establish and maintain relationships with students, alumni, and the local community through networking
- Develop Library Marketing strategies and campaigns to promote internal and external communication
- Generate and manage monthly newsletters, feature stories, press releases, and all content for social media.

Education

M.A. Art & Design – Lindenwood University, St. Charles, MO

B.A. Mass Communication (PR Minor) – Missouri Valley College, Marshall, MO

Skills & Tools

Graphic & Visual Design • Typography • Motion Design • Video Editing • Marketing & Advertising • Branding • Project Management • Student Engagement • Event Planning • Adobe Creative Suite • Final Cut Pro • Procreate • Canva • Salesforce • Marketing Cloud • BaseCamp • Drupal • Sprout