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[Check out my website](#)  
**Get in touch.**

# Margot Allemand

## Education

2021 – 2023

**M.A.**

**Art and Design**

Lindenwood University  
St Charles, MO

2015 – 2018

**B.A.**

**Mass Communication  
Public Relation Minor**

Missouri Valley College  
Marshall, MO

## Skills

Graphic and Visual Design,  
Typography and Lettering,  
Motion Design, Video Editing,  
Marketing and Advertising,  
Branding, SEO, and project  
management

## Tools

Adobe Creative Suite  
( Photoshop, Illustrator, InDesign,  
Lightroom), Final Cut Pro,  
Procreate, Canva, iOS, Android

## Languages

Bilingual in French and English

## Experience

*April 2024 - Present / Western Michigan University / Kalamazoo, MI*

### **Student Success and Marketing Specialist Senior**

- Manage and execute 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

*February 2024 - March 2024 / Material Transfer / Allegan, MI*

### **Content Marketing Specialist**

- Develop and execute digital strategies including organic search, paid search, display advertising, and email marketing
- Provide digital and print ad creatives tailored to the targeted audience.
- Create visual concepts communicating consistent brand image, identification and messaging.
- Shoot, edit, and distributes video content accross all marketing channels.

*July 2023 – February 2024 / Missouri Valley College / Marshall, MO*

### **Director of Student Engagement, and Graphic Design Adjunct Instructor**

- Develop and manage activities and events designed for the social and cultural development of students
- Promote, educate and enhance awareness about community inclusion
- Develop 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 unified brand voice across different social media channels
- Assist Residence Life area with student engagement and other student concerns
- Taught ART-340 (Graphic Design III) and Freshman Seminar (Fall 2020, Fall 2022, 2023)

*August 2019 – July 2023 / Missouri Valley College / Marshall, MO*

### **PR, Marketing and Outreach Specialist for Murrell Library**

- Coordinate special events and activities to enrich cultural and social programs
- Develop Library Marketing strategies and campaigns to promote internal and external communication
- Manage Library social media presence, and create/update the Library monthly newsletter