

# Allison Bailey

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Coventry, Rhode Island

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## Experience:

- **Marketing & Social Media Assistant — Colleges of the Fenway, Boston, MA | September 2025 – Present**
    - Led end-to-end planning and execution of cross-campus engagement initiatives including large-scale movie nights, food truck activations, and Boston Celtics events, managing logistics, vendors, promotion, and on-site coordination
    - Designed and launched the 30th anniversary brand identity, ensuring consistent implementation across events, communications, and merchandise
    - Partnered with stakeholders across five institutions to align programming with student interests, increasing attendance and engagement
    - Managed event communications, timelines, and promotional workflows to ensure on-time, high-quality delivery
  - **Graphic Designer – Wentworth Institute of Technology | Sept 2024 – August 2025**
    - Led development and execution of Giving Day campaign, coordinating timelines, stakeholders, and multi-channel content delivery
    - Built structured content systems and templates to streamline campaign rollout and improve consistency across teams
    - Analyzed engagement metrics and optimized campaign strategy, contributing to a 60% increase in participation for Health & Wellness Giving Day
    - Collaborated cross-functionally to ensure clear communication, aligned messaging, and efficient execution
  - **Production Intern – BNN Media | Jan 2025 – May 2025**
    - Supported live and recorded production by managing audio, camera operations, and real-time troubleshooting
    - Redesigned lower-third graphics system for an educational program, improving clarity and viewer experience
    - Coordinated production assets, schedules, and team communication to ensure smooth program delivery
  - **Student Designer & Social Media Ambassador – MassArt | May 2023 – May 2025**
    - Directed creative and logistical execution of Accepted Students Day campaigns, including digital content, branded materials, and physical deliverables
    - Managed projects from concept to delivery, overseeing timelines, feedback cycles, and stakeholder collaboration
    - Developed cohesive visual systems for recruitment and engagement initiatives, improving communication clarity and reach
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## Education:

- Massachusetts College of Art and Design – BFA in Art Education & Animation (May 2025)
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## Skills:

- **Program & Event Operations**— Event planning & logistics, vendor coordination, run-of-show management, cross-functional collaboration, on-site execution
- **Learning & Engagement Support**— Workshop and program coordination, training materials, presentation design, resource/toolkit development
- **Data & Reporting**— Engagement tracking, performance analysis, reporting dashboards, translating insights into recommendations
- **Design & Technical Tools**— Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Microsoft PowerPoint (advanced formatting, template systems), Canva, Asana, Constant Contact, Localist, Microsoft Office Suite, Google Analytics