

# ALLISON SHIELDS



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📍 Issaquah, WA

## WORK EXPERIENCE ▾



SPORTS ILLUSTRATED	STARBUCKS	HEALTH ALLIANCE
<b>DESIGN INTERN</b> ART DEPARTMENT	<b>BARISTA</b>	<b>CONTENT STRATEGIST</b> <i>(formerly Web Content Developer)</i> WEB TEAM - COMMUNICATIONS
<ul style="list-style-type: none"> <li>• Worked as part of an amazing team to design the layout of each week's issue across the print magazine, the iPad app, and the Android app.</li> </ul>	<ul style="list-style-type: none"> <li>• Made fancy drinks that cost more than my hourly wage.</li> <li>• Worked for all the free coffee I could drink.</li> <li>• The hours and flexibility allowed me to work on my novel in my free time.</li> </ul>	<ul style="list-style-type: none"> <li>• Developed our web content style and built a brand narrative on our home page, which raised:               <ul style="list-style-type: none"> <li>◦ Pageviews 46%</li> <li>◦ Pages per Session 55%</li> <li>◦ Number of Users Clicking the Call to Action 27%</li> </ul> </li> <li>• Built our social media and email from the ground up.</li> <li>• Rebuilt our blog and its content, increasing its monthly views by 6x.</li> <li>• Gained a strong understanding of systems flows and requirements gathering.</li> </ul>
09-12/2011 📍 NEW YORK, NY	05/2013 - 07/2014 📍 URBANA, IL	07/2014 - present 📍 URBANA, IL

## ABOUT ▾

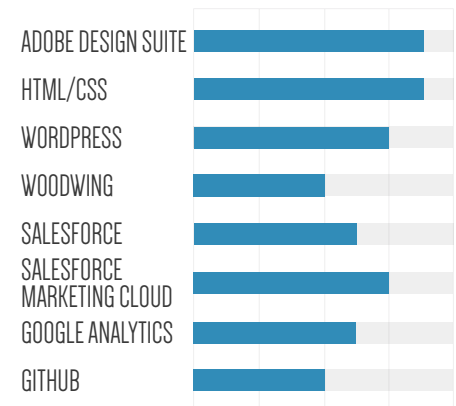
I'm a digital writer and designer, social media manager, and obsessor of all things culture, especially movies, music, books, sports, tech, and news.

I'm also an analytical thinker, I like letting data drive progress, and I would love to grow my skills and my career in the tech industry.

## SKILLS ▾

- COPYWRITING
- EMAILS
- SEARCH ENGINE OPTIMIZATION
- UX
- GRAPHIC DESIGN
- VIDEO
- WEB MARKETING
- SOCIAL MEDIA
- BLOG
- IDENTITY & BRANDING
- MOBILE
- DATA-DRIVEN DECISIONS
- PROBLEM SOLVING
- DOCUMENT MANAGEMENT
- EDITORIAL

## COMPUTER SKILLS ▾

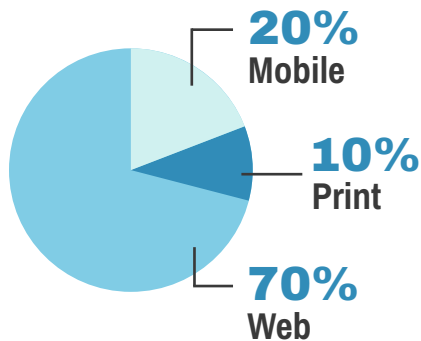


## REFERENCES ▾

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## EDUCATION ▾

