

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

I'm a digital writer and designer, social media manager, and obsessor of all things culture.

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Issaquah, WA

Allison Shields

EXPERIENCE

Web Content Strategist

(formerly Web Content Developer)

July 2014 - present

Urbana, IL

Web Team - Communications, Health Alliance

- Streamlined digital content and built a brand narrative on our home page, which raised:
 - Pageviews 46%
 - Pages per Session 55%,
 - Number of Users Clicking the Call to Action 27%
- Built our social media and email from the ground up.
- Rebuilt our blog and its content, increasing its monthly views by nearly 6x.
- Gained a strong understanding of systems flows and requirements gathering.

Barista

Starbucks

May 2013 - July 2014

Urbana, IL

- Made fancy drinks that cost more than my hourly wage.
- Worked for all the free coffee I could drink.
- The hours and flexibility allowed me to work on my novel in my free time.

Design Intern

Art Department, Sports Illustrated

Sept.-Dec. 2011

New York, NY

- 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 Galaxy app.

EDUCATION

B.S. in Magazine Journalism

2012

Double Major in English Lit

Evanston, IL

Northwestern University

COMPUTER SKILLS

Adobe Design Suite, HTML/CSS, Wordpress, Woodwing, Salesforce, Salesforce Marketing Cloud, Google Analytics, Github

SKILLS

Copywriting, graphic design, social media, problem solving, data-driven decisions, editing, web marketing, emails, blogging, identity & branding, UI/UX, SEO, video, document management

REFERENCES

Taylor Craig

Digital Media Manager
Health Alliance

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Jeff Carroll

Customer Experience
Manager

Health Alliance
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Trevor Lazarus

Digital Designer
The Foundry

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