

# Allison Shields

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I'm a creator of all things digital content with a focus on marketing and project management. I'm an analytical thinker, I love learning new skills, and I hope to continue to grow in the tech industry.

## EXPERIENCE

### Microsoft

May 2018 – present

#### CONTENT WRITER – WINDOWS INSIDERS PROGRAM

- Help build, run, and moderate cohorts, which requires coordination with other teams in Microsoft. Evaluate cohort success from metrics, survey results, and engagement.
- Helped plan, gathered requirements, and designed the WIP app prototype. Currently helping coordinate the app project.
- Run Windows Insider posts on the Windows Blog.
- Write Insider stories, feature articles, emails, newsletter blurbs, surveys, pitches, write-ups, documentation, slide decks, and more.
- Help plan and write WIP for business and developer resources for the website, like the AI Insider program.
- Design print fliers, badges, presentations, banner images, and more.
- Build how-to and promotion videos for events.
- Attend events to help with ongoing presentation prep and design and with promoting the program.
- Coordinated WIP's presence at Build 2019 and presented the app to the public.
- Help with new branding for features like the Microsoft 365 Insider Program.
- Help manage the WIP how-to YouTube channel.
- Help plan, write, coordinate, direct, edit, and promote the WIP podcast.
- Built a WIP Style Guide to share with partners.
- Contribute to the marketing teams' plans and projects, including badges, contests, and surveys.

### Health Alliance

Jan. 2017 – Apr. 2018

#### WEB CONTENT STRATEGIST

- Managed digital marketing strategy projects across our products and assets.
- Designed and built digital marketing customer journeys in ExactTarget.
- Led and implemented major redesigns, like a complete overhaul of the employer group website to improve our sales funnel.
- Focused on product marketing, customer journeys, customer experience, SEO, and UI/UX across our 5 main websites.
- Ran Google Search Ads with third-party marketing vendors.
- Tracked all website metrics and initiated experiments and improvements.
- Led digital document management.
- Helped ensure our websites' accessibility.
- Streamlined and documented the work hand-off processes for website content and documents.
- Maintained all of my responsibilities from the Web Content Developer role because the company chose not to backfill that position.

July 2014 – Jan. 2018

## WEB CONTENT DEVELOPER

- Managed digital content projects, which required working with stakeholders across the company, including both IT and nontechnical executives.
- Set up our CRM accounts, and launched and ran all email marketing.
- Ran all digital communications for our partner outreach program for providers, brokers, and employers, which included building a website, and for our community outreach, which included e-columns, blog posts, events, digital ads, and social media.
- Ran Facebook ads, display ads, and marketing landing pages with third-party marketing vendors, and managed DestinationRx, our third-party Medicare enrollment site, running that relationship, branding, performance, and more.
- Helped with annual redesigns of our websites before product launches to refine sales funnels, customer experience, and UI/UX.
- Streamlined digital content and built a brand narrative on our home page, which raised:
  - Pageviews by 46%
  - Pages per session by 55%
  - Number of users clicking the call to action by 27%
- Developed and implemented our web style guide. Rewrote our content to meet standards of plain language, accessibility, and SEO.
- Led projects for stand-alone webpages and sections, including marketing landing pages and educational content.
- Contributed to the design, wrote, and led all marketing for our member app.
- Wrote about our digital assets and managed website URLs for print marketing.
- Coordinated with our compliance, legal team, and CMS to make sure our websites were meeting legal requirements.
- Built our social media presence from the ground up, including Facebook ads and customer service.
- Redesigned and rebuilt our blog and its content, increasing its monthly views by nearly 6x.
- Wrote the company's strategy and yearly goals for social media and the blog.

**Sports Illustrated**  
Sept. – Dec. 2011

## DESIGN INTERN

- 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

**Northwestern  
University**  
2012

## B.S. in Magazine Journalism

Double major in English Lit

## COMPUTER SKILLS

Adobe Design Suite, HTML/CSS, Wordpress, Woodwing, Salesforce, Salesforce Marketing Cloud, MailChimp, Github, Google Analytics, Cyfe, Hootsuite, Sprout Social, social media platforms

## SKILLS

Web marketing, copywriting, graphic design, social media, emails, project management, identity & branding, problem solving, analytics, data-driven decision-making, UI/UX, SEO, editing, blogging, video, simple animation, mobile, document management

## REFERENCES

### **TAYLOR CRAIG**

**Digital Media Manager – Health Alliance**

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### **JEFF CARROLL**

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