

Alison Scott

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Insta: [@photographica](https://www.instagram.com/photographica)

Portfolio: www.alisonscottportfolio.weebly.com

Education

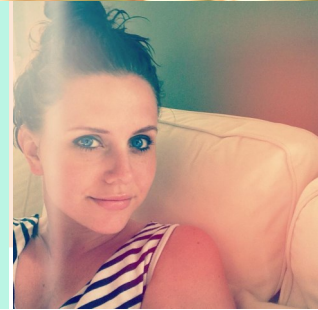
Bloomsburg University: Bloomsburg, PA **2007-2011**

B.A. Mass Communications-Public Relations, Minor in Marketing

Graduated Magna Cum Laude

Skills

- Adobe Lightroom
- DSLR Photography
- Social Media
- Creative Writing



Relevant Work Experience

RDS Automotive Group, West Chester, PA

9/2011 - Present

Marketing Coordinator

- Provide marketing and social media support for three luxury auto dealerships - Porsche, McLaren, and Maserati
- Manage various vendors in partnership to deliver exceptional results in events and communications
- Design and write copy for print mailers, email blasts, website pages and e-newsletters
- Ensure the execution of corporate events, marketing projects and promotional campaigns to support client retention and growth projections
- Develop social media plans and promotions for three dealerships by utilizing all popular social media platforms
- Utilize CRM systems to create targeted communications
- Coordinate multiple dealership grand openings, vehicle launches and various on and off-site events
- Work with public relations team in editing of press releases, intercepting first contact media requests, and following through with media interviews
- Increase website visibility by monitoring and utilizing SEO, SEM, and Google Analytics
- Interview, schedule and manage interns for all three dealerships

Please Touch Museum, Philadelphia, PA

7/2011- 9/2011

Media Relations Intern

- Tracked media to create media clip books
- Supported external relations department by writing press releases, media advisories and weekly newsletters
- Updated social media sites for Please Touch Museum

American Cancer Society, Bloomsburg, PA

1/2011-5/2011

Marketing/Public Relations Intern

- Assisted the Local Income Development Specialist in organizing fundraising events
- Led Daffodil Days program including press releases and community recruitment
- Coordinated volunteers and solicited donations for two major campaigns

Radian Guaranty, Philadelphia, PA

Summer 2009 - 2010

Marketing Intern

- Assisted multiple departments responsible for marketing, branding, public relations, communications, events and web content
- Managed marketing campaigns - planning and strategy through execution, focused on event marketing, internal communications