

Allyson Shumpert

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Education

Bachelor of Arts in Public Relations
Minor in Marketing
Auburn University May 2022
Major GPA: 3.68/4.00

Relevant Coursework

Multimedia Writing for Public Relations
Style and Design in Public Relations
Magazine and Feature Writing
Social Media and Public Relations
Digital Marketing
Public Relations Campaigns

Certifications

Hubspot Inbound Customer Service
HubSpot Inbound Marketing
HubSpot Social Media
HubSpot Content Marketing
Advanced Google Analytics
Google Ads Search
Hootsuite Platform
AT&T Summer Learning Academy
IRB Human Subjects Training
Poynter Institute: Facebook

Skills

Adobe Creative Suite
Google Suite
Google Workspace
Virtual Communication
Qualtrics
Wordpress
Squarespace
Wix

Experience

PR + Marketing Specialist

Gabi Garrett Media | Remote | Oct. 2020 - Sept. 2021

- * Worked with more than 50 clients to increase their market recognition through social media strategy, content creation, and article writing
- * Ghostwrote 5 books for clients that were later published on Amazon and all became Amazon #1 best-sellers in their respective categories
- * Heavily assisted leadership in the merger and acquisition of Gabi Garrett Media, a 7-figure company, into Bright Lights Messaging, an up-and-coming boutique PR + Messaging firm

Student PR Coordinator

AU College of Liberal Arts | Auburn University, AL | Jan. 2021 - May 2021

- * Researched and created content for each major within the College of Liberal Arts in order to persuade incoming students to choose Auburn
- * Analyze the college's Google Analytics data and created a plan to increase engagement on the current website
- * Organized interviews and wrote feature spotlights on students, faculty, and alumni to be featured on the CLA website, magazine, and social media channels

Public Relations and Marketing Intern

Centrics IT | Atlanta, GA | May 2019 - Aug. 2019

- * Increased lead generation by creating useful gated content for the company blog
- * Utilized the Hubspot software to strategically organize and implement various campaigns
- * Led a merger of two companies to increase sales and outreach

Freelance PR Work

AU College of Liberal Arts Student Author | Southern Artisan Builders
PR + Marketing Manager | Book Release "Why Can't I" PR + Marketing
Manager | Joyful PR Press Seasonal News + Press Release

