
VICTORIA ALLEN

Strategic Marketing Specialist

Profile

Experienced and driven strategist with over six years of experience creating compelling content across multiple media platforms. Adept in monitoring and reporting objectives, developing and implementing client-centered successful campaigns that improve brand awareness and presence. I bring broad marketing knowledge, focused campaign experience, and the skills necessary to effectively oversee and lead creative development. I am committed to achieving brand cohesion through visual innovation and design.

Experience

Social Media Strategist

TILT, Baton Rouge LA | April 2022 - Current

Brand and account manager of 12 client social media accounts with sustained and increases in growth and engagement during my tenure.

Team lead and project management; organized talent and provided additional creative support on projects and proposals.

PR & direct client communication; talent communication and shoot planning

Account Manager & Content Creator

Eat It Up Marketing, San Antonio TX | February 2022 - April 2022

Content creator and manager of client social media channels.

Adjunct Professor at Manship School of Mass Communication

LSU, Baton Rouge LA | Fall 2021 - Fall 2022

Prepared and successfully taught undergraduate course on Visual Communication.

Freelance Creative Strategist, Illustrator and Designer

Victoria Samantha, LLC | 2015 - Current

Communications & Social Media Campaigns Manager

BREADA, Baton Rouge LA | January 2021 - April 2022

Detailed and oversaw the implementation of the organization's 25th Anniversary strategic plan across social media and other communication fields.

Executed successful social media campaigns that saw an increase in engagement by 162% in January 2021, and organic reach of social posts by 157%.

Contact

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Education

Masters in Mass Communication

Graduate Certificate in Strategic Communication

Louisiana State University

Bachelor of Fine Arts, Illustration

Savannah College of Art and Design (SCAD)

Certifications

Certificate of Visual Communication

Adobe Photoshop | 2015

SEO Certification

Hubspot Academy | 2022

Skills

Critical Thinking & Problem Solving

Adaptable & Organized

Effective Time Management

Leadership Capabilities

Ability to Multitask

Excellent Communication

Software Programs

Adobe Creative Suite

Keynote, Microsoft Excel, Word & Google Docs