

ALLY WHELAN



WORK EXPERIENCE

Social Media Coordinator

Home Shack || June 2020 - July 2020

- Photographed and posted new inventory on a schedule, keeping captions consistent with the brand's voice
- Corresponded with customers to ensure a positive experience and contributed to generating sales
- Increased Instagram and Facebook following and engagement for a local business
- Contributed to product sales

Event Assistant

Baylor Institutional Events || Aug. 2019 - May 2020

- Corresponded with clients, venues, audio/visual leads, and more to coordinate and facilitate events, using excellent written and verbal communication skills
- Used project management skills and programs to keep multiple events on schedule
- Wrote contracts and facility guidelines
- Created layouts for venue spaces based on client needs

Donor Relations Intern

Baylor University Advancement || Nov. 2018 - Aug. 2019

- Created video and photo content to be distributed to donors, utilizing video and photo editing tools in the Adobe Creative Cloud such as Premier Pro and Photoshop
- Cultivated long-lasting, positive relationships between donors and the University through communications, gifts, and events
- Drafted a new gift strategy for the department
- Edited and proofread annual donor reports
- Utilized project management software and MS Office applications, such as Microsoft Outlook and Excel

Donor Engagement Assistant

Baylor University Advancement || Dec. 2017 - Nov. 2018

- Created gift baskets, guest lists, programs, and invitations for donor events
- Organized and worked from departmental files while maintaining confidentiality

CONTACT



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ABOUT ME

Creative cultivator. Storyteller.
Passionate about storytelling,
cultivating intentional community,
bringing beauty and purpose out of
simple things, + serving others well.

EDUCATION

Baylor University

B.B.A. in Marketing || 2020

- Distinguished Scholar
Recipient
- Dean's List

WORK EXPERIENCE CONT.

Event Coordinator

Buttoned Bears || Aug. 2018 - May 2020

- Planned and executed the annual community event (Pop-Up) for 300+ attendees and 8+ vendors for 2 consecutive years
- Communicated with vendors, venues, and readers to ensure successful events
- Strategized with executive team members to collaboratively form a social media marketing campaign for Button's annual event

Customer Service Intern

Christ in Youth || May 2018 - Aug. 2018

- Directed and managed a group of 12 or more volunteers each week to efficiently administer 7 summer conferences for groups of 2000 high school students
- Communicated with over 4000 pastors and leaders using a wide variety of media types to ensure a positive and safe experience
- Solved arising problems creatively, and responded to questions
- Organized over 2000 students a week into seating charts using Adobe Illustrator
- Worked to make client relations positive and personal

PROJECT EXPERIENCE

Promotional Campaign: Miss America's God

Baylor University || Aug 2019 - Dec. 2019

This semester-long project was part of a Promotional Campaigns course taught at Baylor University. My team and I designed a promotional campaign for Miss America's God, a book written by Dr. Mandy McMichael and published by Baylor University Press, from start to finish with a working budget of \$5,000. Our team coordinated and executed two events, generated creative content, created and managed social media accounts, generated awareness through influencer deals, and maintained a positive client relationship throughout the campaign. Together, we practiced campaign management, creative problem solving, and digital communications. Specifically, I acted as the Creative Director and the Social Media Manager, and came up with creative and cohesive branding elements, as well as managed our social media accounts.