

ALLISON LANGLOIS

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www.linkedin.com/in/allisonbement

Dynamic and results-driven marketing professional with a solid foundation in sales and digital marketing. Proven track record in developing and executing effective marketing strategies that enhance brand visibility and drive customer engagement. Skilled in utilizing social media, email marketing, and SEO to achieve marketing objectives. Adept at leveraging data analytics to optimize campaign performance. Passionate about contributing innovative ideas and solutions in marketing, sales, and entrepreneurial environments.

EDUCATION

The University of Tennessee, Knoxville, Haslam College of Business

Bachelor of Science in Business Administration

Major: Marketing Concentration: Entrepreneurship

Cumulative GPA: 3.53/4.00

Dean's List

Knoxville, TN

Graduation: December 2024

EXPERIENCE

University of Tennessee Knoxville

Research Assistant

Knoxville, TN

August 2024 – Present

- Conducted in-depth supply chain research, contributing to academic publications and online platforms, enhancing industry knowledge and visibility.
- Developed and maintained a social media presence for research initiatives, boosting engagement and follower growth across multiple platforms.
- Created and published blog posts on key supply chain topics, providing valuable insights and driving traffic to university research content.

Morning Pointe of Hardin Valley

Marketing Intern

Knoxville, TN

June 2024 – Present

- Develop and deploy a targeted marketing plan for Morning Pointe of Hardin Valley, focusing on social media, email campaigns, and SEO to elevate brand visibility and drive customer engagement.
- Assemble and distribute 100 appreciation goodie bags for school staff on behalf of Morning Pointe of Hardin Valley, enhancing community relations and brand goodwill.
- Plan events to enhance community involvement and highlight the needs of the senior community.

Freelance Digital Marketing

Freelance Digital Marketing

Knoxville, TN

March 2023 – Present

- Developed a local small business's online presence by 30% through social media, brand partnerships, email marketing, and SEO.
- Captured photos of inventory and uploaded them to a public-facing website.
- Created custom QR codes to link websites, resulting in a 20% increase in consumer engagement.

Booth Andrews, J.D.

Legal Internship

Knoxville, TN

May 2023 – August 2023

- Collaborated with 10+ legal professionals on a variety of legal matters.
- Participated in meetings with clients and observed the decision-making process.
- Developed a strong understanding of administrative and regulatory processes.

Colortech AMAze Group

Marketing Specialist

Knoxville, TN

August 2023 – December 2023

- Developed and executed a marketing strategy for Colortech, utilizing social media, email marketing, and SEO to increase brand visibility and engage customers.
 - Implemented targeted advertising campaigns to expand the company's online presence.
 - Utilized data analytics tools to monitor and analyze marketing campaign performance.
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SERVICE

Every Link Matters Fundraiser

Volunteer

Atlanta, GA

May 2023

- Oversaw a team of 40+ volunteers to ensure a smooth event execution.
- Ensured that funds raised were appropriately allocated to support medical research, patient care, and related causes.
- Promoted event through social media to help fundraise over \$100,000.

East Tennessee Children's Hospital

Volunteer

Knoxville, TN

November 2019 – January 2020

- Provided support to pediatric patients and their families in the hospital setting, demonstrating empathy and strong communication skills.
 - Engaged in activities such as reading stories, playing games, and arts and crafts to bring joy to young patients.
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CERTIFICATIONS & ORGANIZATIONS

- Women of Haslam
 - American Marketing Association - Assisted in organizing events and campaigns, enhancing skills in event planning and marketing strategy.
 - Sigma Phi Lambda – Assisted in fundraising, contributing to recruitment and retention efforts.
 - American Advertising Federation Award Nominee
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SKILLS

- Excel
- PowerPoint
- Tableau
- SEO
- Canva
- Adobe Photoshop
- CapCut
- Meta