

Allison Yang

Seattle, WA | allisonyang02@gmail.com | 262-402-2367 | [LinkedIn](#) | [Portfolio](#)

EDUCATION

Bachelor of Arts in Communication & Media, *Seattle University*

Seattle, WA | June 2024

Specializations in Strategic Communication & Journalism, Minor in Marketing

- **Honors:** Summa Cum Laude, President's List (All quarters), Intellectual Traditions Honors Program
- **Awards:** Madsen Family Scholarship (Awarded to two distinguished Honors Program students), John Talevich Award (Awarded to student with highest GPA in Communication & Media major)

Education Abroad Program, *Sogang University*

Seoul, KR | Sept. 2022 – Dec. 2022

EXPERIENCE

Communications & Public Relations Intern, *Leonard Resource Group*

Seattle, WA | June 2023 – May 2024

A small, communications and events agency serving primarily federal government and nonprofit clients

- Wrote several event summaries for the Environmental Protection Agency, synthesizing complex scientific discussions into digestible, two-page reports
- Conducted interviews and research to write two feature stories and two community profiles for a nonprofit client's 50-page magazine, which was distributed to 5,000+ readers
- Managed production of an after action report for a client's annual awards program by writing report copy, synthesizing program data, and overseeing design of the report, which resulted in USAA renewing its program sponsorship for 2024
- Developed and executed a LinkedIn content strategy that solidified Leonard Resource Group's brand identity by writing post copy, creating social media graphics, and tracking analytics, which grew the organization's following by 3% in the first month of implementation
- Secured 10 advertisements for a client magazine by contacting potential sponsors via email, sending commitment forms and invoices, and tracking billing and artwork submissions

Communications Intern, *Seattle University Athletics*

Seattle, WA | March 2023 – June 2023

- Developed and implemented a six-week communication plan with key messages and objectives to increase baseball and softball game attendance with a team of two interns
- Copywrote nine email newsletters to promote upcoming games, which were sent to 10,000+ contacts via Mailchimp
- Reviewed past game content and filmed game footage to edit promotional videos and graphics for social media using Canva
- Interviewed two athletes to write a human-interest feature story, which received 100+ clicks within a week of publication on the organization's website

Communications Assistant, *Institute for Public Relations*

Remote | June 2022 – Aug. 2022

- Wrote press releases and designed social media graphics to publicize company events and programs
- Summarized four research articles for the organization's weekly email newsletter to increase article readership
- Collaborated with a three-person communications team to develop interactive social media content
- Maintained the social media content calendar and scheduled posts via Hootsuite

Public Relations Manager, *Seattle University Korean Student Association*

Seattle, WA | May 2021 – Aug. 2022

- Increased number of Instagram followers by 40% between Sept. 2021 and May 2022 by designing and posting visually appealing content promoting club meetings, events, fundraisers, and Korean culture
- Scheduled weekly officer Instagram story takeovers to strengthen relations between officers and club members

LEADERSHIP

Co-President, *Public Relations Student Society of America – Seattle University Chapter*

Seattle, WA | March 2023 – June 2024

- Coordinated one on-campus event and one communications company tour per quarter
- Trained five new board members on club procedures and responsibilities

Adviser, *Seattle University Korean Student Association*

Seattle, WA | Sept. 2022 – June 2024

- Oversaw and advised student-led officer board of 10 people in event planning and overall club operations
- Cultivated an inclusive environment for students of all backgrounds

SKILLS

Design & Editing: Canva, Figma, Adobe Premiere Pro

Computer Software: Microsoft Office, Google Workspace

Other: Mailchimp, Cvent, Zendesk, Smartsheet, Hootsuite, AP Style