

# Allison Costello

DIGITAL MEDIA STRATEGIST | [allisoncostello.com](http://allisoncostello.com)

## EDUCATION

**Michigan State University | May 2019**

B.A. Professional Writing

- ▲ Concentration in digital and technical communication
- ▲ Coursework in web development, content strategy, social media advertising, design, and audio & video production

## SKILLS

- ▲ Writing: Copywriting, technical writing, memos, grants, feature articles
- ▲ Web design and development: Mockups, wireframing, usability & accessibility testing
- ▲ Copyediting
- ▲ Content strategy & management systems
- ▲ Social media advertising & SEO
- ▲ Graphic & document design
- ▲ Audio and video production & editing
- ▲ Event photography & editing
- ▲ Team management

## TOOLS

- ▲ Web development: HTML5, CSS, JavaScript, cPanel, Wordpress
- ▲ Adobe Creative Suite: Photoshop, XD, InDesign, Illustrator, Audition, Premiere Pro, After Effects
- ▲ SEO and CRM: Google AdWords & Analytics, Yoast SEO, Mailjet, Mailchimp

## CONTACT

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- ▲ [contact@allisoncostello.com](mailto:contact@allisoncostello.com)
- ▲ [linkedin.com/in/allison-costello](https://www.linkedin.com/in/allison-costello)

## EXPERIENCE

**Designer & Web Developer | MSU Doclab, agnès films, Sabana Grande Productions | Sep 2018 - Present**

- Maintain 6 film, production, and publishing websites with Wordpress and custom code
- ▲ Perform SEO
- ▲ Create custom HTML and CSS in Mailjet to manage the Sabana Grande Productions newsletter, which reaches 1,200 subscribers a month
- ▲ Lead document design of the Sabana Grande Productions grant proposals
- ▲ Issue feedback on rough drafts of documentary films
- ▲ Mentor junior designers and coders

**Arts & Publishing Intern | RCAH Center for Poetry at MSU | Aug 2017 - Feb 2019**

- Shot, edited, and managed event photography
- ▲ Designed promotional flyers
- ▲ Wrote, produced, edited, and conducted interviews on the podcast *Poetic Justice*
- ▲ Reviewed poetry manuscripts from established and emerging poets for publishing

**Undergraduate Research Assistant | MSU Department of Community Sustainability | Jan 2018 - Jan 2019**

- Coded and analyzed qualitative responses within student work
- ▲ Wrote memos to communicate with the rest of the research team

**Co-Manager | East Bay Harbor Marina | July 2015 - Aug 2018**

- Hired employees
- ▲ Created schedules
- ▲ Coordinated rental slips
- ▲ Organized contacts
- ▲ Tracked finances
- ▲ Supervised daily operations and customer service

**Content Strategist, Copy Editor | MSU Department of Agricultural, Food, and Resource Economics | Feb 2018 - May 2018**

- Planned and wrote content for a community extension podcast
- ▲ Designed the podcast's logo
- ▲ Copy edited research papers in APA style