

Rebecca Allison

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EDUCATION

University of Florida | Gainesville, FL

May 2012

Bachelor of Science in Telecommunication Management | Concentration in Business Management and Marketing

PROFESSIONAL EXPERIENCE

Coca-Cola Beverages Florida | Tampa, FL

Communications Specialist

June 2022 – April 2024

- Developed, executed, and managed comprehensive communication strategies and content for demand generation, enhancing brand presence and awareness in a B2B and B2C environment
- Managed all internal and external communications including social media, email, digital media, and content generation, driving unified brand messaging and employee engagement
- Enhanced social media analytics by an average of 64% through implementation of data-driven strategies, leading to improved engagement and campaign effectiveness
- Trusted advisor to C-suite, executive leadership and key internal business partners on communications collateral, facilitating cross-departmental collaboration to ensure consistent messaging and voice

City of Gainesville – Gainesville Regional Utilities | Gainesville, FL

Senior Communications Specialist

February 2020 – June 2022

- Managed internal and external communications including Intranet site, internal daily newsletter, company website, monthly email campaigns, and social media
- Developed multi-channel communications plans and marketing campaigns that directly resulted in an increase of customer engagement by 156% within the first year of launch
- Oversaw public relations through a variety of channels including press releases, blog posts, building and maintaining relationships with media outlets and establishing interview best practices
- Negotiated and tracked media buys, wrote and edited lead generation content (emails, blogs, scripts, etc.), evaluated campaigns and reported on department KPMs and KPIs on a weekly and monthly basis

Naylor Association Solutions, LLC | Gainesville, FL

Marketing Account Specialist II

July 2018 – January 2020

- Managed marketing efforts for the media of approximately 40 professional trade associations through email, digital and social media campaigns, survey research and trade show collateral
- Implemented and analyzed demand and lead generation marketing campaigns through account-based marketing (ABM), audience retargeting, social media campaigns and content marketing in a B2B environment
- Developed and managed quarterly email nurture campaigns that increased online traffic by 206%
- Utilized WordPress, WIX, Adobe InDesign and Photoshop to create websites, design media kits, brochures and cross-promotional digital ads for various associations on a weekly basis

Sinclair Broadcast Group, Inc. | Gainesville, FL

Marketing Coordinator

August 2012 – July 2018

- Created successful demand generation marketing campaigns that cultivated brand awareness and loyalty and increased social media and online engagement by approximately 86%
- Developed creative marketing solutions and recommended competitive sales packages and proposals that resulted in a 35% increase in new business revenue
- Managed digital marketing, increased digital revenue by approximately 400% per quarter (billing an average of \$10,000 to more than \$50,000 per quarter) and developed all creatives for campaigns

SKILLS and ABILITIES

- Proficient in Adobe InDesign, Illustrator, Photoshop
- Proficient in Microsoft Office Suite
- Strong website management and Google Analytics
- Excellent written and oral communication skills
- Successful social media and digital management
- Highly effective project management
- Strong team leadership and interpersonal skills
- Language: Intermediate Spanish