

ALLISON REEFER

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EXPERIENCE

JANUARY 2020-PRESENT | PITTSBURGH, PA

PUBLIC RELATIONS SPECIALIST, JEWISH FAMILY AND COMMUNITY SERVICES

- Manage media relations, including writing press releases and fielding inquiries
- Develop and implement social media and communications strategy, including for CEO's Facebook and LinkedIn
- Create content for social media & website, including articles, graphics, and videos
- Plan and execute virtual World Refugee Day Pittsburgh, including press and marketing
- Strategize for major fundraising events
- Serve as representative on newly formed DEI task force

JANUARY 2018-PRESENT | PITTSBURGH, PA

FREELANCE WRITING, DESIGN, & MARKETING, VARIOUS CLIENTS

- The Blessing Foundation – Update website, create monthly social media ads, create Instagram account (September 2021-present, paid)
- North Way Christian Community – Run marketing strategy, website, and social media for the Imagine Conference (January 2018-present, volunteer)
- AdvantageCCS – Redesigned poster for Pittsburgh Financial Empowerment Center (May 2019, paid)
- Greater Pittsburgh Arts Council – Designed marketing materials for Artsburgh (March 2018-October 2018, volunteer)
- Human Rights Careers – Wrote articles for website (July 2016-August 2019, paid)

JANUARY 2019-AUGUST 2021 | PITTSBURGH, PA

MARKETING CONSULTANT (P/T), REALTIME INTERVENTIONS

- Develop and implement social media and communications strategy
- Design digital graphics and print materials
- Manage public relations, including article submissions, calendar events, and more
- Created marketing content and graphic design materials for Khuraki events (volunteer)

OCTOBER 2018-DECEMBER 2019 | PITTSBURGH, PA

SERVICE COORDINATOR (IMMIGRANT SERVICES AND CONNECTIONS), JEWISH FAMILY AND COMMUNITY SERVICES

- Help 60+ clients per year connect to services through skills-building and advocacy
- Learn about and interact with various service providers and organizations in the city
- Manage client data through online database and files
- Participate in planning team for World Refugee Day, focusing on marketing & graphics

APRIL 2016-OCTOBER 2018 | PITTSBURGH, PA

FREELANCE MARKETING & COMMUNICATIONS, NORTHERN AREA MULTI-SERVICE CENTER

- Designed, wrote, and published quarterly newsletter
- Designed posters and digital graphics for dept. events and programs, including World Refugee Day Pittsburgh 2018 and Refugee Health Fair 2018
- Created and managed dept. Facebook page, including Facebook ads, events, & campaigns
- Developed messaging and branding strategies for department

SERVICE COORDINATOR (IMMIGRANT SERVICES AND CONNECTIONS), NORTHERN AREA MULTI-SERVICE CENTER

- Helped 60+ clients per year connect to services through skills building and advocacy
- Trained in immigration law to gain DOJ legal accreditation status
- Conducted outreach to community members and train volunteers about refugees and NAMS

SKILLS

- Media relations
- Cross-cultural communication
- Client-centered goal setting
- Website management/design
- Google Drive, Microsoft Office
- Procreate (Digital art)
- Adobe Creative Suite
- Digital design & layout
- Informational writing
- Intermediate Russian
- Mailchimp, Constant Contact
- Videography & editing
- Photography & editing
- Content strategy
- Social media platforms
- Editing
- Wordpress, Bluehost
- Canva graphic design

EDUCATION

PITTSBURGH, PA - 2015

MASTER OF INT’L DEVELOPMENT, UNIVERSITY OF PITTSBURGH

Major in Human Security | Certificate in Eastern European Studies

Foreign Language Area Studies Fellowship Recipient – 2014/15

Internship with International Organization for Migration in Serbia

Virtual Internship with USAID Central Asia

BEAVER FALLS, PA - 2013

BA IN INFORMATIONAL WRITING, GENEVA COLLEGE

Minor in Sociology | Minor in Political Science

Honors program participant

Certificate in Public Policy, American Studies Program (Fall 2012, Washington, DC)

ACTIVITIES

- Refugee Ministry leader, North Way Christian Community (May 2021-present)
- Outreach Coordinator, North Way Christian Community East End (Mar. 2019-Apr. 2021)
- Becoming.tv blog writer, Instagram story creator (online, 2016-present)
- Allegheny County Immigrants & Internationals Children & Youth Committee representative for NAMS (Pittsburgh, PA, 2016-2018)
- Shelter volunteer and anti-trafficking advocate with Living in Liberty (May 2015-Jan. 2017)