

ALLISON AMOAYE

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MARKETING & COMMUNICATIONS EXPERIENCE

FREELANCE MARKETING & DESIGN CONSULTANT, JANUARY 2016-PRESENT

Provide logo design and branding, content creation, and digital marketing strategy to small and mid-sized nonprofits in the Pittsburgh region.

- APS Youth Networking Agency (2022-present) — Logo and branding design, website design
- Sweet Legends Bakeshop (2022) — Logo and brand design
- RealTime Arts (2023) — Designed show art and related materials for People of Pittsburgh
- The Blessing Foundation (2021-2022) — Website updates and refresh, monthly social media ads, ran Facebook and Instagram pages to increase donation conversion rates
- Imagine Conference at North Way Church (2018-2022) — Run marketing strategy, create and implement email campaigns to increase event participation, manage social media content and website
- Greater Pittsburgh Arts Council (2018) — Designed ads for Artsburgh to increase member sales
- Human Rights Careers (2016-2019) — Wrote articles for websites to advertise jobs and degree programs

JEWISH FAMILY AND COMMUNITY SERVICES | PITTSBURGH, PA

PUBLIC RELATIONS SPECIALIST, JANUARY 2020-PRESENT

- Manage media relations, press releases, and interview requests
- Respond to crisis and community challenges by creating informational articles, media releases, and social media content to raise awareness
- Create and plan email newsletters and campaigns to convert volunteers to donors and vice versa
- Write articles and gather content for social media and website
- Develop and implement social media strategy for Facebook, Instagram, and LinkedIn
- Planned and executed virtual World Refugee Day in 2020 & 2021 and citywide in-person WRD event in 2022 with over 1000 attendees

REALTIME ARTS (FORMERLY REALTIME INTERVENTIONS) | PITTSBURGH, PA

MARKETING CONSULTANT (P/T), JANUARY 2019-JULY 2022

- Developed and implemented social media strategy and content
- Designed digital graphics and print materials for shows
- Created and managed email marketing campaigns and newsletters through Mailchimp
- Managed public relations, including article submissions, calendar events, and more

NORTHERN AREA MULTI-SERVICE CENTER | PITTSBURGH, PA

FREELANCE MARKETING & COMMUNICATIONS, APRIL 2016-OCTOBER 2018

- Designed, wrote, and published quarterly newsletter and email marketing campaigns through Mailchimp to increase growth and conversion rate—grew subscribers from 0 to over 350 in two years
- Engaged in professional development to increase skills in digital marketing: HubSpot courses and free tools, Prosper Strategies Social Impact Strategy course, SVP Full Circle Nonprofit Impact program
- Designed posters and digital graphics for department events and programs, including World Refugee Day Pittsburgh 2018 and Refugee Health Fair 2018
- Created and managed department Facebook page, including Facebook ads, events, & campaigns

- Developed messaging and branding strategies for department

SOCIAL SERVICES EXPERIENCE

JEWISH FAMILY & COMMUNITY SERVICES | PITTSBURGH, PA

SERVICE COORDINATOR (IMMIGRANT SERVICES AND CONNECTIONS), OCT. 2018-DEC. 2019

- Helped 60+ clients per year connect to services through skills-building and advocacy
- Learned about and interacted with various service providers and organizations in the city
- Managed client data through online database and files
- Participated on planning team for World Refugee Day 2019, focusing on marketing and graphic design

NORTHERN AREA MULTI-SERVICE CENTER | PITTSBURGH, PA

SERVICE COORDINATOR (IMMIGRANT SERVICES AND CONNECTIONS), APR. 2016-OCT. 2018

- 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

- Cross-cultural communication
- Basic HTML/CSS
- Google Drive, Dropbox, Slack
- Adobe Creative Suite
- Canva
- Mailchimp & Constant Contact
- Digital design & layout
- Social media (Facebook, Instagram, LinkedIn, TikTok)
- Media relations
- WordPress, Squarespace
- Content writing
- Photography
- Interviewing
- Elementary Russian

EDUCATION

MASTER OF INTERNATIONAL DEVELOPMENT, UNIVERSITY OF PITTSBURGH

Master of Human Security | Certificate in Eastern European Studies

Foreign Language Area Studies Fellowship Recipient, Russian
Internship with International Organization for Migration in Serbia
Internship with USAID Central Asia

BA IN INFORMATIONAL WRITING, GENEVA COLLEGE

Minor in Sociology | Minor in Political Science

Certificate in Public Policy from American Studies Program in Washington, DC
Internship with US Department of State Office to Monitor & Combat Trafficking in Persons
Honors program participant

ACTIVITIES

- Bass player and singer, Garden City Church (Nov. 2022-Present)
- Refugee Ministry Leader, North Way Christian Community—All Campuses (May 2021-Nov. 2022)
- Outreach Coordinator, North Way Christian Community East End (Mar. 2019-Apr. 2021)
- Shelter volunteer and anti-trafficking advocate with Living in Liberty (May 2015-Jan. 2017)