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Education:

University of Maryland

Bachelors of Arts in Communication Studies
College Park, MD – (01/2018)

Communication & Media Experience:

(10/2017 – Present) **Contributing Blog Writer** – Cycled!; Silver Spring, MD

- Increased online audience retention by writing targeted articles to engage readers.
- Leveraged scalable keyword SEO to increase readership and drive online traffic.
- Collaborated with the Cycled! ownership to generate, refine, and implement concepts for blog contents.

(09/2017 – 12/2017) **Brand Ambassador** – UNICEF USA; Washington, DC

- Expanded qualitative UNICEF USA research by conducting focus groups for additional knowledge on millennial's engagement with social media.
- Enlarged UNICEF USA's scope on millennial's social media engagement by administering an online survey through Qualtrics in order to gain valuable quantitative research for the organization.
- Increased UNICEF USA's brand awareness by using Meltwater, a media intelligence company to form insights on public opinion of the organization.
- Presented research findings to UNICEF USA's community engagement team in Ketchum's RISC styled report in order to assist the organization with their public relations problem.

(09/2017 – 12/2017) **Creative Development Intern** – Lucky Dog Films; Silver Spring, MD

- Produced pitch reels by organizing research to create development projects.
- Joined Luck Dog Films to assist in casting of potential talent through cold calling & interviewing talent.
- Attended brainstorming meetings to create ideas and assist in the preparation of written, graphic, or video-based pitching ideas.

(05/2016 – 07/2016) **Fundraising and Communications Assistant** – National Science & Technology Medals Foundation; Washington, DC

- Assisted NSTMF in the development & execution of the National Medals of Arts Gala through event planning coordination for a successful & publicized event.
- Added to the NSTMF team to improve media influence by creating a social media strategy, improved social media impressions by 47%.
- Worked with the Non-Profit through implementation of strategic press planning to organize and pitch high quality events.

(01/2016 – 05/2016) **Digital Media Intern** – Spoke Creative Strategies; Washington, DC

- Worked with team members to improve client relations by developing a digital marketing strategy.
- Joined Spoke to increase company's media influence by creating a social media strategy, grew online impressions by 30%.
- Added to the team to assist client needs with metric-based marketing to increase brand awareness.

(04/2014 – 10/2016) **Social Media Manager** – Kefa Café; Silver Spring, MD

- Brought into the café, to improve media influence by creating a social media strategy, improved social media impressions by 130%.
- Joined Kefa Café to enhance media relations with news outlets by improving social media outreach to gain new attention from Fox, NBC, and The Washington Post.
- Worked with Kefa Café to increase foot traffic by participating in community events in order to build customer relations.

College Athletic Experience:

(12/2015 – Present) **Mascot** – Montgomery College; Rockville, MD

- Worked sports & community events to represent Montgomery College's mission and core values for a more engaged community.
- Worked with MC's Public Relations & Marketing team to convey the school's spirit by performing at publicized events.
- Helped Montgomery College shape its brand within Montgomery County & the greater Washington, D.C. region.