

Ian Allen-Anderson

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Education:

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

Supply Chain & Logistics Experience:

(06/2018 – Present) **Area Manager** – Amazon; Minneapolis, MN
Mastered the intricacies of the process flow within the PCF (Pick, Count, & Floor health) departments.
Member of the leadership team that developed and implemented data based solutions to problems in a timely manner.
Led daily standup meetings, events and continuous improvement projects with measurable goals to maintain and enforce a safe and clean working environment at all times.
Trained, developed, and counseled employees to develop a high performing team with improved efficiency and productivity to exceed business goals and targets.
Coordinated and developed new production equipment designs in collaboration with facilities staff to improve product quality.
Implemented root cause and corrective actions to remove production and safety barriers.

Communication & Media Experience:

(05/2019 – Present) **Public Relations Specialist / FC Tour Leader** – Amazon; Baltimore, MD
Brought onto the team to expand Amazon's FC Tour program by managing the coordination of public tour at Baltimore's Amazon Fulfillment Center and executing on enthusiastic, friendly, and educational tours.
Managed and developed tour ambassadors to assist with greeting tour guests, ensuring positive guest experience, and maintaining the safety of tour guest while escorting the public throughout the facility.
Joined the team to create dynamic social media content, coordinate community events, while working with Amazon's Public Relations team to represent Amazon's mission and core values for a more engaged community within the Baltimore-Washington Metropolitan Area.
Proven organizer and multitasker with a successful track record of excellent communication and leadership skills.
Supported the News Monitoring team; identifying notable stories or posts, and immediately routing to the appropriate Internal Communications teams.
Assisted the Amazon Community Relations team in donations and volunteer efforts in the Baltimore-Washington Metropolitan Area.

(10/2017 – 06/2018) **Contributing Blog Writer** – Cycled!; Silver Spring, MD
Brought onto the team to increase audience retention by writing interesting articles to engage readers.
Joined Cycled! to use keywords and scalable SEO to gain more readers through the implementation of keywords.
Worked with the Cycled! community to create ideas and assist in the preparation of written pitching ideas.

(09/2017 – 12/2017) **Brand Ambassador** – UNICEF USA; Washington, DC
Brought onto the team to expand qualitative research about UNICEF USA by conducting focus groups for additional knowledge on millennial's engagement with social media.
Worked to enlarge 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.
Engaged with a team to gain additional knowledge of 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
Brought into the agency to produce 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 – 06/2018) **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.