

Allysen Charles

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Storyteller and aspiring marketing professional seeking an entry-level position to apply the skills and knowledge acquired during internships and university to support a high-performing team and build a successful career in communications.

Education

2019 - 2021

BA, Communications, University of Hawai'i at Mānoa (GPA: 3.57)

- Emphasis in Digital and Multimedia Marketing
- Relevant coursework: Multimedia Capstone, Social Media, PR Campaign, PR Strategy

Experience

10/22 - Curr.

Sales Associate

Best Buy

- Deescalate situations with displeased customers to compromise on their and the company's needs
- Create meaningful relationships with customers to ensure their satisfaction with all purchases
- Self-reflect on monthly sales results in order to improve performance of myself and my team

01/22 - 07/22

Social Media Marketing Intern

Dottob Marketing + Creative House

- Collaborated with the intern team to ideate, produce, and distribute paid social ad for a client and increased sales by ~5% & brand awareness by ~10%
- Optimized campaigns based on trends observed from social platform & website analytics
- Produced graphics, animations, short-form videos, and copy for social & email in client's image & voice

01/21 - 05/21

Graphic Design Intern

Jewish Original Media

- Developed new templates & designs for Instagram posts & stories for *On This Day in Jewish History*
- Aided the graphic design team & founders in creating daily Instagram posts through Adobe Illustrator
- Kept content calendar & Instagram up to date to increase engagement & brand awareness

01/20-12/21

Director of Digital Communications

Public Relations Student Society of America at UH Mānoa

- Researched hashtags to use in Instagram posts to consistently increase reach of target audience
- Collaborated with co-director to establish monthly content calendar in alignment with brand goals
- Wrote weekly stories & meeting recaps for Instagram & blog posts keeping a cohesive brand voice

Skills

MS Office & Google Suite



Project Management



Copywriting, Content Creation



Adobe Photoshop, PremierPro, Lightroom



Communications Skills

