



ALLISON WEBER

A creative professional and natural uplifter with the experience, technical skills, and solution-oriented mindset to elevate any team, project, or event.

Experience

Marketing Strategist & Graphic Designer

Freelance, 4/2019 to Present

Operations Manager & Senior Event Planner

Fierce Productions, 4/2025 to Present

- Oversees daily operations: billing, client support, & internal workflow coordination.
- Plans & executes extraordinary events by collaborating closely with clients & vendors, managing every detail with creativity & care to deliver memorable, inspiring experiences.

Operations & Content Manager

Geek Chicago, 9/2018 to 4/2025

- Spearheaded social media strategy, project management, customer relations, billing, hiring, & onboarding.
- Designed marketing assets, newsletters, websites, logos, etc.
- Led brand development, analytics reporting, client acquisition.

Marketing Coordinator

Mercury Theater, 3/2014-9/2018

- Championed marketing, ticket sales, public relations, and customer service efforts.
- Managed social media, web design, advertising, eblasts, event promo.
- Drove community outreach, audience development, box office operations.

Education

B.A. in Arts, Entertainment & Media Management

- Columbia College Chicago, 2010

Certifications & Training:

- Meditation Teacher Certification (2020)
- Self Coaching Scholars Training (2020)
- Landmark Forum Graduate (2015)

Skills

Marketing Strategy • Event Planning • Fundraising
Graphic Design • Web Design • HTML/CSS
Relationship Building • Account Management
Staff Hiring & Training • Project Management
Workflow Optimization • Lead Generation
Social Media Strategy • Digital Newsletters
Content Creation • Branding • SEO/SEM
Copywriting • Storytelling & Brand Voice

Software

Wordpress • Squarespace • Wix • Photoshop •
Illustrator • Canva • Mailchimp • Constant Contact
Social Pilot • Hubspot • Hootsuite • Givebutter
Aisle Planner • Sched • Cvent • RSVPify
Slack • Asana • Monday.com • Quickbooks