



ALLISON WEBER

Marketing Strategist | Graphic Designer

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, 9/2019 to Present

- Implements comprehensive event marketing campaigns & delivers custom design elements.

Operations & Content Manager

Geek Chicago, 9/2018 to Present

- Oversees social media content creation, project management, customer relations, billing, hiring, & onboarding.
- Designs social media posts, newsletters, websites, logos, etc.
- Leads brand development, analytics reporting, client acquisition.

Marketing Coordinator

Mercury Theater, 3/2014-9/2018

- Executed all marketing, ticket sales, public relations, and customer service efforts.
- Managed social media, website edits, ad campaigns, eblasts, promo events.
- Drove community outreach, audience development, box office operations.

Education

B.A. in Arts, Entertainment & Media Management

- Columbia College Chicago, 2010

Skills

Content Marketing • Branding • SEO
Graphic Design • Website Layout & Design
Social Media Management • Email Marketing
Market Research • Data Analysis
Team Leadership • Project Management
Client Relationship Management
Event Marketing & Planning

Software

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