

Ken Allard

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EXPERIENCE

Digital Strategist, Website Content Manager

Aug. 2021 - Pres.

Midstate Containers | Santa Maria, Calif.

- Responsible for the management, transfer, and creation of website content as company transitions to Shopify platform.
- Full control over company social media pages and content strategy.

Managing Editor, Social Media Manager, Photojournalist

Dec. 2018 - July 2021

Cal Poly Rugby | San Luis Obispo, Calif.

Managed all activity for club websites; had full control over social media accounts and content strategy, leading to increases in club recognition, average engagement rate, and follower counts; revamped the club's 501(c)(3) monthly donation program; and handled external communications with various club stakeholders, including alumni, parents, recruits, as well as media, business, and sponsor inquiries.

Key Accomplishments:

- Significantly increased club's media footprint by creating and distributing engaging original content across multiple platforms.
 - Produced, wrote, and edited content for club's WordPress sites, including headlines, copy, featured photos and corresponding captions, SEO keywords. Averaged two articles per week, then repackaged for social media through graphic design.
 - My reporting/articles, social media posts, and photographs were routinely picked up or rehashed by other higher-profile media outlets and social media pages, both organically and through direct pitches.
- My reporting and the club's digital presence facilitated subjective team and individual awards/recognition from college rugby's governing body and other organizations.
- Redesign of club's 501(c)(3) website and monthly donation program helped lead to ~300% increase in recurring monthly donors just a few weeks into re-launch.

Communications Intern

Sept. 2020 - May 2021

Along Comes Hope | San Luis Obispo, Calif.

- Created a cancer-support website, circleofhopecancersupport.com, through Kartra online business/marketing platform.
- Collaborated with client, Along Comes Hope CEO Jenny Mulks, on weekly basis to discuss progress and make changes.

Editor in Chief

July 2017 - June 2018

El Vaquero, Glendale Community College | Glendale, Calif.

- Led team of roughly 25 student journalists, columnists, photographers, and designers in producing a bi-weekly newspaper.
- Produced and edited own content, with ability to report on a wide variety of issues, from city council meetings to sports events. Captured own photographs for articles and social media.

Server/Bartender

Aug. 2019 - April 2020

Blue Moon Over Avila | Avila Beach, Calif.

EDUCATION

Cal Poly, San Luis Obispo | Bachelor of Science in Journalism

Sept. 2018 - March 2021

Glendale Community College | Associate in Arts for Transfer (AA-T)

Feb. 2012 - June 2018

AWARDS

- Chuck Benedict Memorial Scholarship for Sports Reporting | The Community Foundation of the Verdugos | 2018
- Internship Grant in News Writing | California Press Foundation | 2017
- Hughes Journalism Scholarship | Glendale College Foundation | 2017

SKILLS/PROGRAMS

AP Style, copywriting, social media, content development, web management | WordPress, Shopify, Google Analytics, Adobe