

allison kelly

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PROFESSIONAL EXPERIENCE

ABB

Communications Manager – US
May 2023 – Present

- Develop, recommend and execute targeted communications plans and messages including customer and partner communication, crisis communication, and internal communication
- Create editorial content suitable to promotional activities: press releases, video scripts, social media posts, marketing automation campaigns, etc.

Purpose Jobs

Content Strategist
April 2022 – May 2023

- Full-cycle content creation from ideation to drafting and editing
- Peer edit and review all written content
- Translate strategy objectives into compelling concepts, headlines, and copy
- Adhere to SEO best-practices through keyword research and organic search optimization
- Conduct interviews with current customers to draft company spotlights
- Management of the Purpose Jobs blog and social media handles
- Social Media Marketing – Customer-based and analytics-driven strategy, copywriting, execution, social listening, and overall engagement tactics
- Email Marketing copy and campaign strategy, including prospective customer nurture campaigns

Kohl's Corporation

August 2015-December 2021

Internal Communications Advisor
June 2021 – December 2021

Focus Areas: Culture | Diversity, Equity, and Inclusion | Human Resources | Sustainability

- Contribute to the internal communications editorial calendar through a strategic lens
- Leverage analytics to guide content strategy
- Pitch, draft, and edit long-form and short-form content for enterprise-wide communications utilizing AP Style guidelines
- Build integrated communications plans for company initiatives
- Ghostwrite for Chief People Officer, Chief Diversity Officer, Chief Technology Officer
- Closely partner with Public Relations team on joint content
- Creatively ideate with and give clear direction to video and graphic production partners
- Delegate and Manage workload of entry-level writers

Brand Strategy Coordinator
November 2019 – June 2021

- Serve as strategic thought leader for overall brand positioning
- Develop D&I Marketing Strategic calendar and planning for cultural moment campaigns, including customer and competitive research, drive strategic creative approach, drive consistency for internal and external communication

	<ul style="list-style-type: none"> • Evolve and develop creative strategy for brand launches, legacy brand reinvigoration, brand collaborations and any evergreen strategies • Supporting cross-functional teams to bring the strategy to life, specifically working through any strategy questions to keep the teams on track • Analyze campaign data from previous campaigns or seasons to evolve and improve strategy
Early Talent Recruitment Project Manager July 2018 – November 2019	<ul style="list-style-type: none"> • Project Management (Events): Includes Kohl's Involvement in the National Retail Federation Student Program (lead project manager with 120k budget), Kohl's Sophomore Career Expo (60k budget), FourOneForum Local Schools Conference (25k budget), Overall Internship Program (10 week program planning, 2m budget), Grace Hopper Conference (Communication/Branding) • Create and manage on-campus recruiting events and candidate onboarding • Responsible for Strategy/Creation Content for Kohl's Campus Social Media Channels that support the Kohl's Employment Brand
Communication and Community Chair LGBTQ Business Resource Group October 2017 – December 2021	<ul style="list-style-type: none"> • Manage integrated communications plan for total BRG • Develop all email communication to our members in the CRM, Poppulo • Draft & edit content, gather information through internal and external partners, copy edit contributor's content • Partner with Marketing Activation teams to ensure LGBTQ visibility in creative strategies during Pride Month and year round. • Creating a safe and inclusive culture for the LGBTQ population at Kohl's. Planning and executing Pride activities and events, networking and development events
Recruitment Coordinator <i>Promotion in Role</i> October 2017 – July 2018	<ul style="list-style-type: none"> • Full life-cycle Recruiter for various departments: Conduct Kickoff Meetings with Hiring Managers to discuss job profiles and assess ideal candidate profile • Project Work: Workday Applicant Tracking System Implementation

SPECIAL PROJECTS

Artil Magazine | December 2020 – Present | Freelance Content Writer

EDUCATION

BA in Communications –
Emphasis, Public Relations
Mount Mary University, 2014

SKILLS

Social Media: LinkedIn, Hootsuite, Facebook, Instagram, Pinterest, Twitter,
Graphics: Canva
Content: Hubspot, WordPress, Zoomforth, Poppulo, Customer.io, TypeForm
Human Resources: BambooHR, Workday, Kronos, Avature, Kenexa