

Allyson Hamzey

EXPERIENCE

PUBLISHED WORK: <https://allysonhamzey.journoportfolio.com/work/> | allysonhamzey@gmail.com |

A current graduate master's student and previous public relations professional curious about the connection of progressive policies, social justice, storytelling and data through the lens of socioeconomic factors. Prioritizes inclusion in all facets of my life — through telling the stories of disadvantaged communities, pushing for diverse work in my public relations career and volunteering with progressive organizations and campaigns. Seeking work that furthers positive change through missions focused on inclusivity and sustainability.

2020 - July 2021 - **GRADUATE MASTER'S STUDENT & POLICY OFFICER – LUISS University (Rome) and CIFE University (Berlin & Nice)**

- Studies the global economic governance and public affairs master, which focuses on furthering equality through sustainable policymaking. This joint program is split between Rome, Berlin & Nice.

2019 - September 2020 - **DIGITAL ASSOCIATE – Golin Chicago Public Relations**

- Executed strategic traditional media outreach and crisis management for Walmart, the number one Fortune 500 retailer.
- Supported media relations efforts by generating unique pitch angles, identifying appropriate media contacts and managing the outreach.
- Helped manage the social media experience for Walmart's communities of 1M+ followers and identified potential brand reputation risks using the tool Sprinklr.
- Delivered social listening analytics to identify trends and themes on social media.
- Assisted with training and onboarding freelance social engagement associates.

2018 - 2019 - **GRADUATE PR INTERN – Golin Dallas Public Relations**

- Supported earned and social media efforts for global and national brands, such as FedEx and PetSmart, by developing content and editorial calendars.
- Provided insights and analysis to social media and earned media strategies using tools such as Muck Rack, Cision, Spredfast and Curalate.

2017 - 2018 - **EDITOR-IN-CHIEF – Her Campus Michigan State University (HCMSU) Magazine**

- Served as primary editor and publisher of all content for HCMSU, a women's weekly lifestyle magazine. Co-managed a staff of 20 by developing and maintaining an editorial calendar and overseeing national chapter content requirements. Managed Facebook, Twitter and Instagram..

EDUCATION

MICHIGAN STATE UNIVERSITY - Bachelor's degree in journalism with honors, minors in public relations and women's and gender studies. Graduated in May 2018 with a cumulative 3.7 GPA.

MASS MEDIA STUDY ABROAD PROGRAM - Five week program in England, Scotland, Wales, Ireland and Northern Ireland. Significantly increased cultural competency, networking and communication skills.

INTEGRATED MEDIA ARTS STUDY AWAY PROGRAM - One week program in Los Angeles focused on hands-on integration in the setting of news, television, film, radio and public relations careers.

AWARDS

2017 - **MR. AND MRS. BRUCE LEE SCHOLARSHIP** - One recipient chosen, essay-based scholarship for Michigan State University journalism students.

2016 - **LARRY LEE OVERSEAS STUDY SCHOLARSHIP** - One recipient chosen, essay-based scholarship for Michigan State University students studying abroad.

2014 - 2018 - **DEAN'S LIST** - Earned a spot on the Dean's List, only for students with a 3.5 GPA or above.

VOLUNTEERING

BERNIE SANDERS' PRESIDENTIAL CAMPAIGN - Canvassed, campaigned and phone banked in Chicago to increase voter turnout across the U.S. on behalf of Sen. Sanders' 2020 presidential campaign.

REFUGEE ONE - Tutored a high school student resettled as a refugee from Somalia weekly.

GOLIN'S DIVERSITY AND INCLUSION (D & I) - Volunteered on D & I events, such as panels and film screenings to promote cultural competency and inclusion in communications work.

INTERPUBLIC GROUP'S WOMEN'S LEADERSHIP NETWORK - Ideated and executed events, such as keynote speakers and clothing drives, aiming to further women's careers in the communications industry.

SKILLS

TOOLS: Sprinklr, Cision, Spredfast, WordPress, Google Analytics. AP Style, press release & editorial writing.