

Asia Allen

missasiaallen@gmail.com

(407)-916-9416

Professional Summary

Versatile marketing professional with a strong foundation in customer service and sales, combined with experience in digital marketing, social media management, and content creation. Skilled in producing engaging and creative multimedia content, including video features, highlights, and promotional materials, with a proven track record of driving customer engagement and brand visibility across digital platforms.

Portfolio Link

<https://www.asiaallenportfolio.com/>

Education

Bachelors of Business Administration - Marketing

Eastern Michigan University

Certifications

Social Media Marketing Professional Certification - Meta

March 2024

Digital Marketing Certification - Meta

March 2024

Skills

- Digital Marketing
- Social Media Strategy/Management
- Content Creation
- Strategic Marketing/Campaign Management and Development
- SEO
- Canva, ActOn, Adobe Creative Cloud
- Photography/Videography
- Website Content Writing

Work Experience

Marketing Content Specialist, Corrigan Moving Systems

- Managed social media platforms resulting in increased engagement across all platforms
 - Effectively managed daily administrative tasks
 - Created content for digital and print advertising and website content
 - Wrote informative and informational company blogs and newsletters based on industry trends and search engine optimization
 - Prepared reports on marketing campaign results and sales metrics
 - Collected and analyzed consumer behavior data (e.g. web traffic and rankings)
 - Assisted with organizing promotional and company events
 - Monitored and reported on competitors marketing and sales activities
- July 2024 - Present

NCAA Collegiate Athletics, Tennis, Division 1

- Eastern Michigan University
 - University of Texas Rio Grande Valley
- August 2020 - March 2023