

Allison Bose / Marketing Associate

White Lake, MI - 248-632-0414 - acbose@oakland.edu

Skills

Social Media Marketing (Instagram, TikTok, LinkedIn) • Email Marketing & Drip Campaigns • Canva • CapCut • CRM & Lead Management • Event Marketing • Branding & Campaign Strategy

Experience

May 2026-Present

Orangetheory Fitness, White Lake – *Marketing Intern*

- Create social media content for Instagram and TikTok to increase community engagement and brand awareness, and audience growth.
- Assist with email newsletter creation and lead nurturing campaigns.
- Support event planning and promotional initiatives to drive membership growth.

May 2025- August 2025

Fortaris Capital – *Marketing Intern*

- Assist with email marketing campaigns and CRM management, and engagement tracking.
- Developed and implemented drip campaign strategies to improve lead engagement.
- Designed marketing materials, newsletters, and informational resources to support business development efforts.

August 2024- May 2025

Epic Title – *Marketing Assistant*

- Assisted with email marketing campaigns and community outreach efforts.
- Created social media content using Canva and CapCut.

May 2024 - August 2024

Argus Logistics, Troy, MI – *Marketing Intern*

- Developed a brand identity kit for a newly launched company.
- Assisted with planning, networking and charitable community events.
- Created sales flyers, newsletters, and marketing content to support company initiatives.

Education

Expected Graduation : December 2026

Oakland University, Rochester Hills – *Bachelors of Arts in Communications*