

Allison (Ally) Larrick

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[Online Portfolio \(Click\)](#)

EDUCATION

Virginia Tech, Blacksburg, VA

May 2020

Bachelor of Arts in Multimedia Journalism

Minor in Political Science

GPA 3.66, Dean's List (Fall 2016-Spring 2020)

EXPERIENCE

PenFed Credit Union, Tysons, VA

June - August 2019

Mortgage & Marketing Intern

- Wrote and expanded 15+ informational articles for the PenFed website to increase consumer education.
- Analyzed competitive web content and utilized SEO research to strengthen PenFed's content.
- Worked with other interns to create a technological solution to PenFed's student loan refinancing program.

Northwood Ravin, Charlotte, NC

May - August 2018

Marketing Coordinator

- Assisted in planning and executing an apartment Grand Opening event.
- Created quarterly newsletter, signage, ads, flyers and promotional pieces for communities using Adobe Indesign, Premiere and Photoshop.
- Operated the corporate Twitter, Instagram, Facebook and email accounts using Soci and MailChimp.

Communication Lab, Blacksburg, VA

January 2018 - May 2020

Public Speaking Coach

- Coach 100+ students in communication skills and public speaking.
- Assist with topic selection, research, organization, citations and delivery of speeches.
- Design and write articles for the Communication Lab newsletter utilizing Canva.

Collegiate Times, Blacksburg, VA

August - December 2018

News Staff Writer

- Pitched and wrote news articles, feature stories and Q&A's for print and web.
- Adhered to weekly deadlines set by the editor.
- Utilized AP style.

LEADERSHIP & INVOLVEMENT

Contemporary Dance Ensemble, Blacksburg, VA

May 2019 - May 2020

Remembrance Through the Arts Director & Member

- Organize a workshop to bring together 5+ dance clubs on Virginia Tech's campus.
- Collaborate with 20+ dancers to choreograph dances, attend fundraisers and perform bi-annually.

Alpha Chi Omega (AXΩ) - Epsilon Tau, Blacksburg, VA

Dec. 2018 - Dec. 2019

VP of Public Relations and Marketing

- Manage a \$7,000 budget to represent AXΩ through social media, events, and newsletters.
- Lead multiple marketing campaigns to raise \$50,000 for Domestic Violence Awareness.
- Plan and execute promotional events for 200+ chapter members or potential new members.