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Allison R. Anderson

I am a senior at the University of Nevada, Reno anticipating a major in Journalism with an emphasis in advertising and public relations and a minor in speech communication. I plan on graduating in December 2009.

Skills

- Write effective press releases
- Pitch stories to appropriate media
- Prepare briefs and media advisories
- Create an integrated marketing communication plan
- Generate marketing collateral
- Build a creative brief
- Produce print, television and radio ads
- Create Keynote presentations

Experience

Jan. 2009-Present

AAF National Student Advertising Competition, Reno, NV

Research Team, Creative Team, Presentation Team

- Content analysis of 123 personal drinking essays by college students
- Created and copy tested six campaigns as a member of the creative team
- Edited and assisted in the compilation of the plans book
- Contributed to the development

Honors

- 3.85 combined GPA in 9 semesters of college
- Reynolds School of Journalism Dean's List all 9 semesters (2005-2009)
- 2009 AAF Stickell Intern -- selected as the most outstanding member of the University of Nevada at Reno's student chapter of the American Advertising Federation, and one of the top 15 AAF students in the United States
- Member of Kappa Tau Alpha National Honor Society in Journalism and Mass Communication in recognition of excellence in scholarship
- Awarded Paul A. Leonard Journalism Scholarship and Silver and Blue Scholarship

of the presentation as a coach and back-up presenter

- Team received "Strategic Risk Award"

May 2008- Sept. 2008

Big Brothers Big Sisters of Northern Nevada, Reno, NV

Public Relations Intern

- Designed collateral for fundraising events including postcard mailers, sponsor request letters and t-shirts
- Developed and produced template for the monthly newsletter
- Updated the local press list
- Compiled and produced the 2007 annual report

Sept. 2007- Dec. 2007

Greg Mason Advertising Arts, Reno, NV

Advertising Intern

- Participated in brainstorming theme, headlines and branding
- Researched target audiences including generation "X" and "Y"
- Obtained multiple bids for print

jobs and presented information

- Wrote a radio commercial for a local festival and assembled collateral for Ski Swap event
- Contacted local newspaper and radio stations about running ads for a non-profit client

Activities

- Director of Promotions and Publicity of PRSSA Club at UNR
- Member of the Journalism Senate Advisory Board at UNR
- President of Women's Club Volleyball at UNR 2008 and 2009
- Finance Deputy for Kappa Alpha Theta
- Secretary for the Broadcast Club

Education

Dec. 2009

Bachelor of Arts, Reynolds School of Journalism at the University of Nevada, Reno

- Journalism major with emphasis in Public Relations and Advertising
- Speech Communication minor