

# ALISON WESTERGREN

INDIANAPOLIS, IN | (317) 508-7446 | AWESTERG@BUTLER.EDU

## COMMUNICATIONS EXPERIENCE

### Corporate & Nonprofit PR/Marketing Intern

BOHLSSEN GROUP | INDIANAPOLIS, IN | AUG 2018 - DEC 2018

- Built media and influencer relationships through pitching and coordinating news stories
- Collaborated to create press materials, strategy documents, and pitching plans for clients
- Participated in client meetings, brainstorming sessions, and conference calls
- Researched content and potential guests for the company podcast on the topic of corporate social responsibility
- Developed influencer campaigns from start to finish, including photographing content
- Created, scheduled, and engaged viewers with social media content on behalf of clients
- Performed administrative tasks, such as answering phones and coordinating mailings

### Public Relations Intern

BANDY CARROLL HELLIGE | INDIANAPOLIS, IN | MAY 2018 - AUG 2018

- Tracked press clippings and media hits for multiple clients daily to create monthly reports
- Created press materials including press releases, pitches and backrounders
- Communicated with bloggers and media professionals to foster relationships
- Researched media outlets and influencers to create media distribution lists
- Coordinated and attended local media segments for clients
- Created and scheduled social media content
- Compiled media kits and coordinated mailings

## WORK EXPERIENCE

### Beauty Advisor

ULTA BEAUTY | PLAINFIELD, IN | MAR 2016 - PRESENT

- Provided customer service for all guests, including answering guests questions and helping them find products to meet their individual needs
- Performed cashier duties, such as stocking merchandise, ringing up customers, and setting up displays
- Attended makeup trainings and information sessions to learn skills and become familiar with new products

## EDUCATION BACKGROUND

### Butler University

STRATEGIC COMMUNICATIONS MAJOR, GRADUATING DEC 2019

- Minors in Critical Communication/Media Studies and Human Communication/Organizational Leadership
- Focus in Public Relations
- Member of PRSSA (Public Relations Student Society of America)
- Member of Kappa Alpha Theta Sorority

### Avon High School

GRADUATED WITH HONORS, CLASS OF 2016

- Won several awards as the Design/Managing Business Editor for the Avon High School Yearbook
- Member of National Honor Society, National English Honor Society, National Journalism Honor Society

## LEADERSHIP EXPERIENCE

### Camp Counselor

CAMP INVENTION | AVON, IN | JUNE 2015 - PRESENT

- Mentored a group of 30+ 5th & 6th graders every summer
- Engaged students in camp activities by fostering creativity and teaching invention skills

### True Blue Host

BUTLER UNIVERSITY | INDIANAPOLIS, IN | JAN 2017 - MAY 2017

- Hosted potential incoming freshman in one-day shadow opportunities where I shared my college experience

## SKILLS

- Digital Photography
- Graphic Design (Adobe InDesign, Illustrator and Photoshop)
- Social Media (Facebook, Twitter, Instagram, Snapchat, Pinterest, YouTube)
- Content Scheduling (Sprinklr, Hootsuite)
- Media Research (Cision)
- Content Writing and Editing (Microsoft Word, Excel, PowerPoint, Google Drive)
- Time Management