

Allie R. Gibson

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Profile

Versatile storyteller with more than a decade's experience creating compelling content for print media, organizational communications, social media, advertising and diverse audiences. Fluent in AP style, tight deadlines, and juggling multiple projects. Able to distill messages and simplify them for a broad audience and capture leaders' voice and style. Inquisitive; thrive in an environment where every day brings something new.

Work History

Associate Director, Engagement Communications

University of Virginia

September 2018 - present

- Managed creation and approval of content for University Annual Giving's direct marketing efforts, helping increase donors by 19% and dollars by 8% in FY21
- Built social media presence for The Virginia Fund, UVA's annual fund
- Created story database for UVA's Office of Engagement, featuring alumni, parents, faculty, staff, students, and friends of UVA from around the world
- Supervised student workers in content creation, including onboarding remotely

Public Information Officer

Chesterfield County, Virginia

May 2015 - September 2018

- Created Experience Chesterfield, an interactive platform for county residents
- Secured media coverage, wrote speeches and reports for county leadership
- Managed video projects, including scriptwriting, talent, and location
- Grew the county's social media presence on Facebook and Twitter, added Instagram

Reporter

Bristol Herald Courier

February 2011 - May 2015

- Broke the story about the Kingdom of North Sudan, whose founder lives in Southwest Virginia
- Awarded for articles about the coal industry, agriculture, education, business, and government
- Shot and edited videos, proofed pages, took photographs, managed stories online

Education

The University of Virginia's College at Wise | Magna Cum Laude

2011

Bachelor of Arts, Communication Studies
Bachelor of Arts, Foreign Studies (French)

West Virginia University

expected 2023

Master of Science, Integrated Marketing Communications

Volunteer Work

Connecticut Women's Hall of Fame

May 2021 - present

- Edited and updated biographies on the Hall's website