

JON ALLISON

507 S. LAUREL ST. RICHMOND, VIRGINIA 23220
TEL 757-372-2388

jonmallison@gmail.com

FORTE

“Translating brand essence into story-driven strategy at the corner of client objectives and consumer journey.”

EDUCATION

OLD DOMINION UNIVERSITY

NORFOLK, VA 2007

Bachelor of Arts in English with emphasis in Creative Writing, Minor in Political Science

MARKETING & WRITING

CONTENT STRATEGY SPECIALIST, IMPACT MAKERS RICHMOND, VA 2016-PRESENT

Successfully drove content marketing strategy for product rollout, managing cross-channel distribution & analysis. Implemented creative process for content, overseeing execution. Wrote healthcare thought leadership that drove business. Led content strategy for website redesign. *Responsibilities include:* Managing all web content, including copywriting and managing creatives and creative budget, ad copywriting for service offering campaigns, driving marketing strategy and overseeing execution for creative projects, managing thought leadership content.

BRAND STRATEGIST, KUMVEKA

RICHMOND, VA 2015-2016

Lived and breathed the Creative Brief and what came of it. Collaboratively developed strategy for and managed creative execution of print, digital, photo and video work. Traveled with creatives across the globe. Worked alongside leadership in re-brands, brand assessments, and brand identity formations. Autonomously distilled client intent into compelling marketing plans.

MANAGER, SOCIAL MEDIA & CONTENT, ZUULA CONSULTING, LLC RICHMOND, VA 2015

Performed consultation with leadership to redefine brand voice. Consistently drove 15% uptick in social media engagement during roll-out season, which I personally managed.

LEAD COPYWRITER, ID.ME

TYSONS CORNER, VA 2013

Refined writing marketing copy to a particular persona: middle-aged military wives.

SCRIPT WRITER, TMG STRATEGIES

ARLINGTON, VA 2010-2011

Relied upon to composed scripts for client videos. Published news stories for client publications. Edited video for client presentations. Traveled to film client practice interviews for PR training.

NEWS ROOM INTERN, LEARFIELD COMMUNICATIONS

JEFFERSON CITY, MO 2008

Honed voice and broadcasted hourly news for state-wide news syndication. Gathered and wrote news stories for radio broadcast and internet publication. Innovated Missouri.net with video.

TEACHING

MIDDLE-HIGH SCHOOL, & INTERNATIONAL COLLEGE

VIRGINIA + CHINA 2008-2014

Facilitated students' academic and maturation journey in Humanities, English, Algebra & PE.

PUBLISHED & DECORATED WRITING

1ST PLACE WINNER, FICTION: “ARE YOU SAD ABOUT THE COW?” NYC MIDNIGHT 2016
COLUMNIST, WASHINGTON REDSKINS RVA MAG 2013-2015
NEWS REPORTER, STATE LEGISLATURE MISSOURINET 2008