

ALLISON HICKS

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Professional Summary

Hardworking and detail-oriented Student double majoring in Communication Studies and News Media with a concentration in Sports Media looking to further my knowledge and gain valuable experience in the sports news/broadcasting industry.

Skills

- Broadcasting
- Story Production
- Video Editing
- Various Adobe Platforms
- Self-Starter
- Organized/Multi-Tasker
- Team Player
- Works well under pressure
- Flexible Schedule
- Fast Learner
- Social Media/Public Relations
- Knowledge and Passion for Sports

Work History

Public Relations Chairman – 11/2019 to Current

Phi Mu Alpha Zeta Sorority, Tuscaloosa, AL

Run all social media accounts such as Instagram, Twitter, Facebook, VSCO, and YouTube for the largest Phi Mu national chapter in the country. Manage forms via Officer Portal to our National Headquarters. Compose and send out chapter and alumni weekly/monthly emails. Compose and edit photos and videos for recruitment and philanthropy events.

Sales Associate/Key Holder – 09/2018 to Current

Lou & Company, Tuscaloosa, AL

Opening and closing duties, display merchandise, register/check out.

Sales Associate/Key Holder – 07/2016 to 07/2018

ElleB Gifts – Suwanee, GA

Assisted in pricing of merchandise, junior purchaser at The Mart. Sales experience, created visually inspiring store window and floor displays, inventory control, marketing/social media and opening and closing duties.

Internships

Summer News Media Intern – 06/2019 – 08/2019,

WVUA 23 News - Tuscaloosa, AL

Composed story ideas, soundbites, along with editing footage in the news room. Assisted the production team with the teleprompter on live newscasts. Simulated broadcast practice.

Education

The University of Alabama – Tuscaloosa, AL. Anticipated graduation: May 2021

Major: Communications Studies and News Media with a concentration Sports Media/Broadcasting

- Awarded Dean's List 3 semesters
- Member of Homecoming, Social and Recruitment Committees.

Community Service

- Humane Society, Tuscaloosa Food Bank, UADM, Children's of Alabama

Projects: <https://youtu.be/i1YlQw861WE> <https://www.youtube.com/watch?v=3flybE5lfh4>