

ALLISON DIVENS

BACHELORS OF SPECIALIZED STUDIES IN MARKETING AND JOURNALISM



OHIO UNIVERSITY CLASS OF 2019

B.S.S in Marketing and Journalism
Charter Member of The Gamma Phi Beta
Sorority
Member of HerCampus OhioU Club

DIGITAL TOOL EXPERIENCE

- Canva Pro
- Microsoft Hangout
- Google Analytics
- Microsoft Excel
- Skype Business
- Hubspot
- Salesforce
- Adobe Illustrator
- Zoominfo
- Hootsuite
- MailChimp
- Sharepoint
- Microsoft Powerpoint

CONTACT DETAILS:

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PROFESSIONAL EXPERIENCE

Medpace Inc. - November 2019-Present

REGULATORY AFFAIRS PUBLISHING SPECIALIST

- Publish Clinical Study Reports, IND Documents, NDA documents, and other regulatory documents according to ICH, eCTD, and other electronic publishing standards.
- Implements publishing processes across multiple complex regulatory documents.
- Performs document quality control checks for others in the department, promptly communicating irregularities.
- Assist Medical Writers in the development, compilation, and overall look of Clinical Study Reports, Report Appendices, Protocols, etc.

Interact For Health - September 2019-December 2019 (Contract)

CANVA CONTENT DESIGN EXPERT

- Designed digital content templates for funders; response to the Heroin Epidemic Stigma Reduction campaign.
- Created themed step-by-step presentations for two Canva 101 workshops, and presented them to 10-20 participants.
- Taught users from start to finish how to download; use shared files; upload logos, brand colors, and fonts to utilize existing templates for future campaigning.

Mentoring Plus -June 2017-Present

MARKETING CONTENT INTERN

- Research competitors and current data to determine trends that will successfully help in understanding the industry and audience.
- Attend committee conferences and expressed marketing ideas to contribute to successful branding on social media.
- Coordinate fundraising events by communicating with both businesses and volunteers that resulted in sponsors and donations.
- Strategized, designed, and scheduled content for social media platforms.

Cadenas PARTsolutions - May 2019-September 2019

ACCOUNT BASED MARKETING STRATEGIST

- Scheduled video chat meetings with prospective and current clients.
- Learned how to use Content Management system platforms to plan, create, and analyze social campaigning.
- Planned and organized the creation of first ever, "Industrial Marketing Summit" event that resulted in 200+ attendees.
- Built relationships with customers and prospects through cold calling, social media, email and video chat which resulted in growth of customer loyalty and prospective clients.
- Analyzed Search Engine Optimization and Key performance Indicator data that helped determine what worked for the target audience.
- Wrote blog posts on current, relevant, and relate-able industry topics.