

Philip R. Allison

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philipallison.com

Diplomatic and flexible communications professional with 20+ years of experience in communications, marketing and customer service. Diverse skill set includes media relations, social media management, writing, editing, graphic design, video production and serving as on-air spokesperson/host.

EXPERIENCE

Publications & Communications Manager

Bagley College of Engineering – Mississippi State University

2016-Present

Manage the marketing and communications team responsible for promoting all aspects of the Bagley College of Engineering. Also oversee annual awards and recognition program and manage the college's promotional item inventory.

- Partnered with the MSU TV Center to produce and host a monthly television show about the BCoE.
- Increased Bagley's focus on social media, resulting in a 10% growth in followers across four social platforms over the last 12 months.
- Led the production of nine departmental brochures, the college's Annual Report, multiple flyers and direct mail pieces.
- Developed Facebook ad campaign that reached more than 20,000 people in three weeks and resulted in record enrollment for the college's Summer Engineering Academies.
- Led website redesign process for the college's primary website and eight different department sites.
- Prepared remarks for the dean to deliver at college events.

Program Manager for Communications, Metrics and Volunteer Management

Office of Alumni Relations – Tulane University

2014-2016

Responsible for email marketing for the Tulane Alumni Association's 70+ worldwide alumni clubs. Provided strategic counsel on social media use. Administered the TAA's survey and metrics program. Served as the primary contact for alumni-related media inquiries.

- Helped grow the Alumni Association's social media presence, which saw a 126% increase in Twitter followers and a 150% increase in Instagram followers in less than one year.
- Developed run of show and speaker scripts for the TAA's annual Alumni Awards Gala in 2015 and 2016.

Communications Specialist

Entergy Corporation

2007-2014

Provided external and internal communications support to Entergy New Orleans and Entergy Louisiana. Positioned the company through the use of social media, press releases, on-air interviews, talking points, marketing materials, advertising scripts, fact sheets and executive speeches and presentations.

- Launched Entergy New Orleans' social media presence and partnered with customer service and marketing departments to use social channels to improve branding, aid in customer communications and support media relations.
- Re-designed employee hurricane prep brochure in-house, saving almost \$1000 in design fees.
- Directed Entergy Corp's Power to Care Facebook Challenge campaign, which resulted in almost 23,000 unique visits to the campaign's Facebook page.
- Company spokesman for hurricanes Isaac, Gustav and Ike and tropical storms Lee and Karen.

Special Assistant to the Vice President

Division of Student Affairs – Tulane University

2005-2007

Collaborated with students, parents and university administrators to facilitate solutions to complex issues. Served as communications advisor for departments within Student Affairs. Served as Volunteer Coordinator for the 2007 Tulane graduation ceremony, supervising a staff of approximately 150 volunteers.

Communications Officer

A.B. Freeman School of Business – Tulane University

2004-2005

Managed three-person team that promoted the Freeman School through a variety of communications channels such as an alumni magazine, press releases, feature stories, newsletters and marketing materials.

Assistant Director of Media Relations

Department of Intercollegiate Athletics – Tulane University

1998-2004

Served as the media and public relations liaison for three Green Wave athletic teams, promoting their efforts through press releases, media guides, game notes, feature stories, website content, interviews, promotional flyers, posters and schedule cards.

RECENT FREELANCE WORK

- Wrote official game stories for the 2010, 2011 and 2012 Sugar Bowls and the 2012 BCS National Championship game. Was also a media services volunteer at the 2003 and 2012 Men's Final Fours and the 2004 and 2013 Women's Final Fours.
- Edited script and assisted with the run of show for the 2017 Tulane Alumni Awards Gala.
- Served as the social media manager and provided communications consulting for Evacuteer in 2014.
- Redesigned websites for MÔr Physical Therapy and Tulane Hillel.
- Volunteer manager at the NFL's Social Media Command Center for Super Bowl XLVII in 2013.

EDUCATION**Master of Business Administration – Tulane University, 2008**

- Recipient of the Tulane 34 award which is presented yearly to only 34 graduating students university-wide who have distinguished themselves through leadership, service and academic excellence.
- Twice elected president of the Professional MBA Student Advisory Group.
- One of four graduates to receive the Dean's Service Award.
- Named to the Dean's List in each of three years in the PMBA program.

Bachelor of Arts, Communications – Mississippi State University, 1997**ADDITIONAL HONORS, SKILLS & EXPERIENCE**

- Served on the board of the Starkville-MSU chapter of the Public Relations Association of Mississippi.
- Served on the board of the New Orleans chapter of the Public Relations Society of America.
 - Helped grow number of Facebook followers by more than 50% in 2015.
 - Received the Ball of Fire award at the 2014 PRSA New Orleans year-end awards banquet.
- Proficient in InDesign, Photoshop, After Effects, WordPress and Microsoft Office. Also have experience with Premiere Pro, Illustrator, iModules, MailChimp and Qualtrics. Thoroughly versed in AP Style.