

Philip R. Allison

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philipallison.com

Diplomatic and versatile 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

Writer/Editor

University Marketing & Communications – University of Central Arkansas 2022-Present

Currently serve as the primary writer and editor for UCA's Office of University Marketing and Communications. Provide support for a variety of communication, public relations and marketing activities both within the Division of Advancement and university wide.

- Research, write, edit and proofread news stories, feature articles, newsletters, marketing materials and other promotional items for publication across multiple platforms.
- Serve as the primary editor for all stories planned for publication in the fall 2022 issue of UCA Magazine.
- Write and edit press releases for publication on both the UCA news site and the UCA Alumni site as well as for distribution to local, state and national media.
- Collaborates with Advancement team in the designing, editing and production of publications and marketing collateral.

Publications & Communications Manager

Bagley College of Engineering – Mississippi State University 2016-2022

Managed the marketing and communications team responsible for promoting all aspects of the Bagley College of Engineering. Also oversaw annual awards and recognition program and managed 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 ENO's social media presence and partnered with customer service, marketing departments to use social channels to improve branding, aid in customer communications and support media relations.
- Re-designed employee hurricane preparation brochures.
- 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.

ADDITIONAL WORK EXPERIENCE**Tulane University**

- Special Assistant to the Vice President – Division of Student Affairs 2005-2007
- Communications Officer – A.B. Freeman School of Business 2004-2005
- Assistant Director of Media Relations – Department of Athletics 1998-2004

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.
- 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.
 - 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.