

Philip Allison

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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
- email marketing
- graphic design
- video production
- serving as spokesperson and host

EXPERIENCE

University of Central Arkansas - Division of Advancement

2022-Present

Director of Planned Giving (2022-Present)

- Responsible for marketing and promotion of UCA's planned giving fundraising efforts, to include email marketing, direct mail and print collateral.
- Write, design and distribute the monthly UCA Alumni Newsletter.
- Manage planned giving vendor relationships and web-based platforms.
- Coordinate Doyne Legacy Society stewardship events and communications.
- Design and promote Legacy Planning events such as professional advisor seminars.
- Work with the Office of Alumni Relations to facilitate alumni events, projects and communications related to planned giving constituencies.
- Coordinate with Alumni Relations to rebrand and promote UCA's Half-Century Club program.

Writer/Editor (2022)

- Served as the primary editor for the fall 2022 issue of UCA Magazine.
- Researched, wrote, edited and proofread news stories, press releases, feature articles, email marketing, newsletters and other material for publication across multiple platforms.

Mississippi State University - Bagley College of Engineering

2016-2022

Publications and Communications Manager

- Managed the marketing/communications team responsible for promoting all aspects of Mississippi State's Bagley College of Engineering.
- Partnered with the MSU TV Center to produce and host a monthly television show about the BCoE.
- Led the production of all college marketing collateral (brochures, booklets, etc...).
- Wrote remarks for the dean to deliver at college events.
- Led website redesign process for the college's primary website as well as eight different department sites.
- 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.

Entergy Corporation**2007-2014****Communications Specialist**

- 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, fact sheets and executive presentations.
- Partnered with customer service and marketing departments to use social media channels to improve customer communications and support media relations.
- On-air spokesperson for major storms Isaac, Gustav, Ike, Lee and Karen.

ADDITIONAL EXPERIENCE**Tulane University**

- Program Manager, Communications, Metrics & Vol. Mgmt – Alumni Relations 2014-2016
- 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

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.
- Redesigned websites for Môr Physical Therapy (WordPress) and Tulane Hillel (Joomla).
- 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 to only 34 graduating students university-wide who have distinguished themselves through leadership, service and academic excellence.
- One of four graduates to receive the Dean's Service Award.
- Named to the Dean's List in each of three years in the Professional MBA program.
- Twice elected president of the PMBA Student Advisory Group.

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

- Served on the board of the Starkville 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 awards banquet.
- Proficient in InDesign, Photoshop, After Effects, WordPress and iModules.
- Thoroughly versed in AP Style.