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# VERONICA ALLEN

## EDUCATION

### MASTER OF ARTS in the humanities

THE UNIVERSITY OF  
CHICAGO

2016  
professional writing  
english literature

### BACHELOR OF ARTS

MICHIGAN STATE  
UNIVERSITY

2014  
english literature  
women's & gender studies

## ORGANIZATIONS

society for marketing  
professional services (smpps)

professional women in  
construction (pwc)

## TECHNOLOGY

### ADOBE CREATIVE SUITE

- acrobat • illustrator
- indesign • photoshop
- creative cloud express

### CONTENT MANAGEMENT

- squarespace • wix
- wordpress

### MICROSOFT OFFICE SUITE

- excel • outlook
- powerpoint • sharepoint
- teams • word

### PROJECT MANAGEMENT

- asana • basecamp
- teamwork • trello

### SOCIAL MEDIA

- facebook • hootsuite
- instagram • linkedin
- sprout social • twitter

## SKILLS

### COPYEDITING

- ap style • mla style
- chicago style

### STRATEGIC & INDUSTRY RESEARCH

### BRAND DEVELOPMENT

### EVENTS PLANNING

### PROJECT MANAGEMENT

## EXPERIENCE

### WRITING & CREATIVE COMMUNICATIONS

present SENIOR MARKETING COORDINATOR  
2021 BULLEY & ANDREWS

- Manages RFP process on behalf of the firm; working with all team members and executive team to build creative proposals and showcase firm qualifications to prospective clients and answer RFPs utilizing Adobe Creative Suite
- Independently creates all marketing materials for out-of-state branch of firm, including designs of promotional print materials, premium items, and physical brand assets
- Manages photography of completed projects and team members, including art direction to ensure brand consistency and accurate project representation
- Leader on firm-wide diversity, equity, and inclusion (DEI) committee, leading strategic planning, spearheading the creation of a firm-wide newsletter, hosting in-office and off-site events, and representing the firm at peer industry programs and events

2021 MARKETING / PROPOSAL WRITER  
2020 TMP ARCHITECTURE, INC.

- Researched industry topics to support leadership presentations at national conferences
- Managed firm proposals in response to RFPs; researched specialty topics, wrote and evaluated proposal-specific content and credentials, partners with internal firm leadership and external consultants to create a firm submission package using Adobe InDesign

2020 MARKETING  
2018 INTEGRATED DESIGN SOLUTIONS

- Wrote and branded content for all internal and external communications for the firm, including website copy and press releases
- Independent project manager of the RFP lifecycle: strategized with all levels of senior staff to generate brand content, steward the collection of proposal materials, and manage creation and publishing of presentation package utilizing Adobe InDesign
- Developed social media campaigns and related content, requiring frequent liaison and communication with all departments across the agency

2017 STRATEGIC PROGRAM COORDINATOR  
2016 NORTHWESTERN UNIVERSITY

- Developed branding and communications campaign for change management and training materials of University-wide software implementation
- Managed content development for department website, updating University information
- Created templates for standardization of University communications including campus-wide work notifications, utilizing Global Marketing branding guidelines
- Planned and executed national university directors conference, including logistical coordination of presenters, creation of marketing materials, program and document development, and serving as main point of contact for all guests and University partners

## EDITORIAL

2016 MASTERS INTERN  
BROWNE & MILLER LITERARY ASSOCIATES

- Collaborated with agents to provide manuscripts with editorial feedback
- Researched and provided critical evaluation of current market and narrative trends to agents

## ADMINISTRATION

2018 PROGRAM ADMINISTRATOR  
NORTHWESTERN UNIVERSITY

- Compiled and formatted content and digital and print materials of 200+ page books of University updates for all Full Board and Board of Trustees committee meetings
- Coordinated logistics for planned and ad-hoc on and off-campus Board meetings