

Allison K. Caldwell

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ED101, Inc. ■ Columbia, SC

Communications & Marketing Director, Co-Founder

Jan 2008 – present

Specializing in youth at-risk and special needs populations, ED101 is an educational training and consulting firm specializing in the creation, design, implementation and evaluation of instructional programs for government, NGOs, businesses, foundations and individuals. Duties include advising local, regional, national and international clients on best practice marketing procedures and media outlets, writing copy for marketing materials and Web sites, creating and assisting with implementation of media campaigns, coordinating projects with graphic designers and print vendors, and proofreading, editing and offering critique of newsletters, Web sites, manuscripts and other materials.

Freelance Writer, Editor, Public Relations and Marketing Consultant

May 2001 – present

Experience includes writing and proofreading feature articles, advertorials, brochures, flyers, direct mail pieces, Web sites, blogs, commercials and infomercials for a wide variety of local and regional clients—as well as concept design, strategic planning and press release writing and distribution for various media campaigns and public events.

Lexington Life Magazine ■ Lexington, SC

Editor, Jul 2004 – Nov 2008

Freelance Editorial Consultant, Nov 2008 – present

Responsibilities included overseeing editorial and ad content for three monthly magazines with a circulation of more than 20,000; planning editorial calendar and monthly layouts; assigning projects and stories; coordinating cover shoots; writing stories and regular features; photography; communicating with graphic designers, freelance writers and photographers, advertisers, print and mail house representatives; proofreading and editing, and various administrative duties involving production and distribution. Returned June 2008 after a two-year hiatus and still serve as freelance proofreader, writer and editorial consultant.

SC Association of Certified Public Accountants ■ West Columbia, SC

Communications Manager, Oct 2007 – May 2008

Freelance Editor, May 2008 – present

Responsibilities included producing and managing various communications to nearly 4,000 SCACPA members statewide, including weekly and monthly e-newsletters and a bi-monthly professional journal, as well as various marketing pieces for SCACPA committees, chapters, member and public service programs. Although no longer employed full-time, still serve as freelance editor of *The South Carolina CPA Report*.

Clemson University Youth Learning Institute ■ Pickens, SC

Writer/Editor, Jan 2006 – Jul 2007

Freelance Marketing Writer, Aug 2007 – present

Responsibilities included writing press releases, brochures, flyers, articles, newsletters, curriculum, annual reports and Web site copy for a wide variety of programs and services; proofreading and helping write grant applications to support various programs; providing support for media events, symposiums and other public relations activities and preparing Marketing Team production schedules.

Resh Marketing Consultants, Inc. ■ Columbia, SC

Media Buyer, Production Assistant, Copywriter

Dec 1999 – Apr 2001

Responsibilities included planning ad budgets; creating and maintaining media contacts; scheduling all media; maintaining in-house production deadlines and delivery of completed proofs and materials; meeting with clients; providing voiceovers; scheduling and directing television and radio production; writing copy for commercial spots, infomercials, brochures, press releases and print ads.

CableVantage, Inc. ■ Columbia, SC

Production Coordinator

Sep 1997 – Nov 1999

Responsibilities included creating and supervising schedules for production staff of six; meeting with clients; collecting all production materials; writing copy for television spots, PSAs and infomercials; maintaining client files and tape library, and creating budget and progress reports.

Broadcast Experience

Aug 1993 – Dec 1996

- *WIS-TV, Columbia, SC – Part-Time Associate Producer (1996)*
- *WDEF-TV, Chattanooga, TN – News Producer (1995-96)*
- *WDYN 89.7 FM, Chattanooga, TN – Radio Producer/Announcer (1993-95)*

EDUCATION AND COMMUNITY SERVICE

B.A., Communication Arts

Tennessee Temple University, Chattanooga, TN

Pro bono marketing clients include Special Olympics, Nancy K. Perry Children's Shelter, the Avenues Association and Clemson Extension Advisory Board; Homeworks of SC, Meals on Wheels, Special Olympics and Taste of Lake Murray volunteer

SKILLS AND RELATED EXPERIENCE

- Exceptional writing and organizational skills
- Proficient in most all Windows word processing programs including Publisher and PowerPoint; very basic layout experience in Adobe InDesign and Illustrator graphic design programs; familiar with Excel and Adobe Photoshop
- Proficient with both Macs and PCs
- Typing: 60+wpm