

# ALLISON REEFER

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 [www.linkedin.com/in/allison-reefer](http://www.linkedin.com/in/allison-reefer)  [@allienicolereef](https://www.instagram.com/allienicolereef) & [@pgplusplaces](https://www.instagram.com/pgplusplaces)

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## NONPROFIT COMMUNICATIONS & MARKETING PROFESSIONAL

Extensive experience in storytelling, messaging, and branding for nonprofits through events, social media, print and digital media, and email campaigns.

**Marketing & writing portfolio:** [allisonreefer.me](http://allisonreefer.me)

**Photography & editing on Instagram:** [@allienicolereef](https://www.instagram.com/allienicolereef) and [@pgplusplaces](https://www.instagram.com/pgplusplaces).

## KEY SKILLS

- Copywriting and editing
- Design with Adobe CS and Canva
- Messaging and branding
- Mailchimp email campaigns
- Social media management and ads
- Web, email, social media analytics
- Photography and editing
- Event planning

## EXPERIENCE

### Northern Area Multi-Service Center (NAMS), Community Assistance & Refugee Resettlement (CARR)

*Freelance Marketing & Communications* – Pittsburgh, PA – Apr. 2016-present

- Design, write, and publish quarterly newsletter, starting July 2016
- Design posters and digital graphics for CARR events and programs, including World Refugee Day Pittsburgh 2018 and Refugee Health Fair 2018
- Create and manage CARR dept. Facebook page, including Facebook ads, events, & campaigns
- Plan events fundraisers for CARR dept. and NAMS for diverse audiences, including Eats 'N Beats
- Participated in SVP Full Circle Nonprofit Impact program to develop messaging and branding strategies for CARR (May-July 2018)

*Service Coordinator, Immigrant Services & Connections (ISAC)* – Pittsburgh, PA – Apr. 2016-present

- Help 60+ clients per year connect to services through skills building and advocacy
- Train in immigration law to gain DOJ legal accreditation status
- Outreach to community members and train volunteers about refugees and NAMS

### Artsburgh (Greater Pittsburgh Arts Council)

*Freelance Marketing & Communications* – Pittsburgh, PA – May 2018-present

- Design various marketing materials, including info card
- Designed graphics for Mother's Day ads
- Rewrote and edited messaging content for handout

### Human Rights Careers

*Freelance Writer* – remote – Jul. 2016-present

- Write articles on human rights and international development career topics (40+ written)
- Gather and write information for databases and info pages
- Gather information for, write, and design e-book series

### Living in Liberty, Repurposed for Kids store

*Lead Manager* – Pittsburgh, PA – Sept. 2015-Apr. 2016

*Assistant Manager* – Pittsburgh, PA – May 2015–Sept. 2015

- Created and managed store social media pages (Facebook, Twitter, Instagram), including design of digital graphics
- Redesigned and wrote monthly newsletter for Living in Liberty
- Planned and executed sales and store campaigns
- Managed store products, staff, volunteers, and donations

### USAID Central Asia

*Virtual Intern* – Almaty, Kazakhstan (remote) — Sept. 2014–Apr. 2015

- Designed draft pamphlets and other materials for 3 Maternal & Child Health programs
- Wrote project summaries and highlighted project achievements for program report

### RELEVANT ACTIVITIES

- Imagine Conference blog manager and writer, North Way Christian Community (Feb. 2018-present)
- Becoming.tv blog writer (online, 2016-present)
- Allegheny County Immigrants & Internationals Children & Youth Committee representative for NAMS (Pittsburgh, PA, 2016-present)

### EDUCATION

University of Pittsburgh Graduate School of Public & International Affairs (GSPIA) – Pittsburgh, PA (2013-2015)

Master of International Development

Major in Human Security, Graduate Certificate in Eastern European studies

Geneva College – Beaver Falls, PA (2009-2013)

Bachelor of Arts in Informational Writing

Minors in Sociology and Political Science

American Studies Program – Washington, DC (Fall 2012)

Certificate for Public Policy track – focus on immigration policy