



Alison (Ally)

F o u s t

UNIVERSITY OF  
WISCONSIN

## CONTACT INFO



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### Address

727 W Main Street  
Madison, WI 53715

## CERTIFICATIONS



### Google Analytics

December 2020



### UX Design

October 2020

## EDUCATION

### The University of Wisconsin - Madison

Madison, WI

**Degree:** Bachelor of Business Administration

December 2022

**Major:** Marketing

**Certificates:** Digital Studies; Graphic Design

**Overall GPA:** 3.72

**Skills:** Proficient in Microsoft Office, Google Analytics, Adobe Suite, Canva, Procreate, WordPress, HTML, CSS R. Intermediate experience in Spanish, Google Trends, Google Ads, Python, Java. Exposure to MATLAB.

## PROFESSIONAL EXPERIENCE

### The BLÜ Group

La Crosse, WI

Marketing & Design Intern

May 2022 - August 2022

- Designed graphics for 10 clients' social media accounts a few times a month catering each to the audience
- Improved site SEO for clients by refining keywords, image alt text, and image titles on WordPress
- Created and coordinated printing of stickers with QR codes using Adobe Illustrator and Photoshop ensuring the graphics and the logo was of print quality

### Express Employment Professionals

La Crosse, WI

Marketing Intern

May 2022 - September 2022

- Created a marketing campaign for two job fairs that involved creating Facebook posts with graphics, promoting Facebook events, and implementing a local radio ad
- Coordinated Facebook posts across two divisions in company ensuring that brand image was consistent

Recruiting Intern

June 2021 - August 2021

- Redesigned company brief on area website promoting the business to increase exposure and brand image
- Recruited employees for local businesses by scripting and performing phone call campaigns
- Reformatted employee information into company database in a cohesive manner to improve searchability

### University of Wisconsin - Mechanical Engineering

Madison, WI

Purchasing Agent

September 2019 - May 2022

- Organize receipts and necessary information for efficient and proper accounting and reallocation of funds
- Facilitate communication between vendors and clients to ensure all specifications are met on deadline

### 4 Sisters Wine Bar & Tapas

La Crosse, WI

Hostess/Server

May 2019 - Present (Seasonal)

- Develop customer relation skills by initiating positive customer experiences with a welcoming atmosphere
- Decrease customer wait time by reconfiguring table design and improving employee communications
- Demonstrate vast knowledgebase of cuisine and company with ability to formulate responses quickly

### Achievement Connections

Madison, WI

High School Math Tutor

October 2018 - May 2020

- Developed a personalized process of teaching skills that improved each student's grade by twenty percent
- Created a welcoming atmosphere that taught and encouraged a newfound motivation to learn

## LEADERSHIP & INVOLVEMENT

### American Institute of Graphic Arts

Madison, WI

General Member

September 2022 - Present

- Learn from industry leaders in graphic design to gain insight about current trends and best practices

### Advertising Club

Madison, WI

Agency Copywriter

January 2020 - October 2021

- Networked with and learned from industry leaders in various fields of advertising to gain valuable insight
- Created copy for ad campaigns that captured the essence of the company and increased interaction