

ALLISON M. PRAUL

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EXPERIENCE

Julie Parker Communications | Social Media Specialist *September 2025- Present*

Manage day-to-day operations and content strategy across all internal social platforms • Develop and execute brand-aligned, authentic content to strengthen visibility and engagement • Maintain a consistent voice in alignment with brand guidelines for a leading crisis communications and media relations boutique firm serving law enforcement agencies

Syracuse University | Master's Capstone Project *June 2025*

Collaborated with team to research, develop, and present a go-to-market and digital content strategy for client, Shanky's Whip • Evaluated audience personas and delivered tailored recommendations to strengthen client's social media strategy

Gatekeeper K9 Rescue | Social Media & Website Consultant *April 2025- June 2025*

Reviewed and evaluated Instagram, Facebook, and website • Provided detailed recommendations and best practices to enhance content and engagement across platforms

SEICon | Marketing, Social Media & Operations Intern *October 2024- December 2024*

Executed 10+ weekly social posts, strengthening brand consistency and engagement • Drafted personalized email campaigns to engage executives, professionals and potential speakers on upcoming conference • Maintained and tracked engagement using Microsoft Excel to follow outreach strategy

Virginia Tech Athletics | Production Specialist *January 2022- May 2024*

Enhanced fan experience, delivering highest quality products on a variety of digital projects and live broadcasts • Operated as graphics insert, A1 audio operator, and associate producer for a range of sports on ACC and ESPN Networks • Worked major events including 2023 NCAA Women's Basketball Tournament and linear broadcast football games

EDUCATION

Syracuse University *July 2024- June 2025*

Master of Science: Advanced Media Management
S.I. Newhouse of Public Communications
GPA: 3.92

Virginia Polytechnic Institute and State University *August 2020- May 2024*

Bachelor of Arts: Sports Media and Analytics
Minor: Leadership and Social Change
GPA: 3.84
Dean's List (all semesters)
Kappa Tau Alpha Honor Society

SKILLS

Creative Tools: Adobe Illustrator, Photoshop, Premiere Pro

Applications: Canva, Figma, Google Workspace, Microsoft Office, Ross Xpression, WordPress

Front-End Development: CSS, HTML, PHP

HubSpot Certifications: Digital Marketing, SEO