

# Allyson Hamzey

With a versatile background based on crafting strategic campaigns that center on social equity and justice, I am passionate about telling the stories of marginalized communities and driving positive change.

## WORK EXPERIENCE

### DEI Marketing and Communications Manager - Loyola University Chicago 2021 - Present

- Develops and executes strategic marketing communication plans to enhance awareness and brand reputation for the Vice President of Student Development, and previously served the Office of Institutional Diversity, Equity, and Inclusion and the Institute for Racial Justice.
- Collaborates with the Vice President to create impactful marketing campaigns, executive communications, and issues management plans. Manages a bi-weekly newsletter to 10,000 stakeholders and supervises two employees.
- Engages stakeholders through various channels, producing compelling content to inspire systemic change, including social media, newsletters, website copy, and news releases.

### Digital Crisis and Issues Associate - Golin Public Relations, Dallas 2019 - 2020

- Executed crisis management and strategic communication for Walmart, supporting media relations with unique pitches and targeted outreach.
- Managed social media for Walmart's communities of over 1 million followers, identifying potential brand reputation risks using Sprinklr.
- Assisted in training and onboarding freelance social engagement associates.

### Graduate Public Relations Intern - Golin Public Relations, Dallas - 2019

- Supported media efforts for global brands like FedEx and PetSmart by developing content and editorial calendars.
- Provided insights and analysis for social media and earned media strategies using tools like Muck Rack and Cision.

### Editor-in-Chief - Her Campus Magazine, Michigan State Chapter - 2018

- Managed all content as primary editor and publisher for a women's weekly lifestyle magazine, overseeing a team of 20 and maintaining an editorial calendar.
- Led social media management across Facebook, Twitter, and Instagram.

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## EDUCATION

### Global Economic Governance and Public Affairs, M.A. LUISS and CIFE University, Rome, Italy, 2020 - 2021

### Journalism with Minors in Women's and Gender Studies and Public Relations, B.A., Michigan State University, 2014 - 2018

## CONTACT

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Chicago, Illinois

[Website](#) and [portfolio](#)

## VOLUNTEER

CANVASSER FOR BERNIE SANDERS' PRESIDENTIAL CAMPAIGN (2020)

TUTOR FOR REFUGEE ONE STUDENTS (2019)

## AWARDS

Peter F. Saber Award -  
Loyola University Chicago,  
May 2024

*This award, selected by the vice president of DSD, recognizes those who demonstrate great intellect, well-rounded skills, a gentle and caring manner, and humility, in addition to going above and beyond what is asked of them.*

## LANGUAGES

Italian - Intermediate

## SKILLS

Strategic Communications and Crisis and Issues Management

Social Media Strategy

Digital Marketing Tools (Sprout Social, Sprinklr, Cision, Spredfast, SiteImprove)

AP Style and Web Content Management Systems