

# ALLY CAREY

She/Her

## Contact

 <https://allycarey.com/>

 allyson.carey@gmail.com

## Education

### MFA in Acting

University of San Diego | 2014-2016

### BFA in Acting, Major in English Lit.

University of Minnesota | 2005-2009

## Learning

### Project Management

*Google*

### Basic Mediation

*New York Peace Institute*

### Social Media Marketing

#### SEO Optimization

#### Google Analytics

*General Assembly*

### Group Facilitation Certification

*Group Peer Support*

### Summer School:

#### CRT & Intersectionality

*African American Policy Forum*

### 'Whiteness at Work' Series

*The Adaway Group*

### Ally/Advocate Training Camp

*Transgender Training Institute*

## Volunteering

### Consistent Supporting Artist

CO/LAB Theater Group

## SKILLS / PROGRAMS

- ◇ **PROJECT MANAGEMENT:** Asana, Research, Report Writing
- ◇ **WORK STREAMS:** Slack, Google Suite, Microsoft Office
- ◇ **COPYWRITING:** SEO Copywriting, Copy Editing, WordPress, Google Analytics
- ◇ **WEBSITE MANAGEMENT:** Bronto, Umraco, Magento, Squarespace, Canva
- ◇ **COLLABORATION:** Certified Group Facilitation, Curriculum Design, Mediation

## EXPERIENCE

### LEAD COPYWRITER & MARKETING PROJECT MANAGER

HARRY WALKER AGENCY | NYC | October 2021 - PRESENT

- Develop high-volume website and email marketing copy on deadline
- Balance the priorities of stakeholders, including high-end clients and C-Suite
- Maintain industry awareness to maximize opportunities through content
- Identify, strategize, and lead content audits to report measurable growth
- Lead and facilitate meetings with high-level clients to ensure coherent strategy
- Lead collaboration on plans for content management, production, and roll-out
- Streamline frequent comms to ensure clear expectations across teams
- Record and publish meeting and call notes, determine next actions
- Identify growth areas, compile research, and create progress reports
- Create accessible documentation for transparency and future use

### TRAINER: SEXUAL HARASSMENT PREVENTION WORKSHOP

A.R.T./NY | NYC | 2019 - PRESENT

- Delivers complex and nuanced curriculum in live and virtual events
- Imparts state-mandated information for workplace & legal standards with clarity
- Facilitates impactful group conversations around accountability and culture shift
- Contributes to curriculum design and leads ongoing maintenance

### BLOGGER & SOCIAL MEDIA MANAGER

LION BRAND YARN CO. | NYC | 2017 - 2018

- Maintained 2 Wordpress blogs, blending brand voice & technical language
- Leveraged SEO comprehension to hit record blog views for the company
- Curated a sales-driving weekly newsletter using Bronto & Magneto
- Maintained social media accounts, strategizing growth and impact campaigns

### OFFICE MANAGER

KENSHO TECHNOLOGIES | NYC | June 2019 - March 2021

### ADMINISTRATIVE ASSISTANT

TAYLOR HODSON STAFFING INC. & VARIOUS FIRMS | September 2017 - June 2019

### ACTOR, WRITER, & TEACHING ARTIST

2007 - PRESENT