

ALLISON DALE

479-238-2579 | allison@allisondale.com | www.linkedin.com/in/allison-dale-b2637a389 | allisondale.com

| Colcord, Oklahoma

EDUCATION

BACHELOR OF SCIENCE, Integrated Marketing Communications

Aug '23 - Dec '26

John Brown University

Siloam Springs, AR

Minor: Graphic Design | Expected Summa Cum Laude

WORK EXPERIENCE

Registrar's Office Work Study

Aug '23 - Present

John Brown University

Siloam Springs, Arkansas

- Resolved student inquiries by providing accurate information about administrative processes
- Oversaw a group email inbox daily and addressed messages from staff promptly
- Managed student records and ensured confidentiality and data accuracy in university systems
- Created clear written instructions to guide students through campus processes

Marketing Intern

May '26 - Aug '26

Silver Dollar City Parks and Resorts

Branson, Missouri

- Tracked project deadlines and tasks through Wrike to keep projects on schedule and coordinate priorities across the team
- Communicated across departments through Teams, Outlook, in person, and by phone to support project execution
- Sourced and compared products and pricing, contacted and ordered from suppliers, and organized 800 gift boxes for an event
- Created articles, managed weekly show schedules, proofread content, and coordinated the park newspaper to final print
- Conducted interviews and photoshoots and reviewed the company website to develop new Craftsman bios

Children's Ministry Intern

May '25 - Aug '25

Sager Creek Community Church

Siloam Springs, Arkansas

- Planned and executed events for up to 40 children at a time, from preparation to completion
- Supported and led volunteers at weekly events to ensure smooth event execution
- Purchased and managed needed supplies and materials to support ministry events and activities

SKILLS

- Event Planning & Coordination
- Project Management (Wrike, Microsoft Teams)
- Graphic & UX/UI Design (Adobe, Figma, Wix, Canva)
- Written and Visual Communications
- Digital Marketing and Content Creation

Certifications

Google Ads Search | Google Ads Display | Google Ads App | HubSpot SEO | AI Powered Shopping Ads | Stukent Digital Marketing

VOLUNTEER EXPERIENCE

Event Planner

May '24 - Aug '25

Gentle and Lowly CAUSE Ministry

Siloam Springs, Arkansas

- Created promotional posters and social media content to support event outreach and engagement
- Coordinated event logistics, including room reservations, approvals, and event preparation