

ALLISON DALE

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| Colcord, Oklahoma

EDUCATION

BACHELOR OF SCIENCE, Integrated Marketing Communications

Aug '23 - Dec '26

John Brown University

Siloam Springs, AR

Minor: Graphic Design

WORK EXPERIENCE

Registrar's Office Work Study

Aug '23 - Present

John Brown University

Siloam Springs, Arkansas

- Assisted students by providing accurate, dependable information and assisting them through 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 written instructions to guide students through campus processes

Mothering Matters Childcare Worker

Aug '25 - Apr '26

Siloam Springs Bible Church

Siloam Springs, Arkansas

- Ensured the safety and well-being of children through attentiveness and adherence to protective policies
- Created a welcoming and engaging environment for children and parents by supporting positive interactions

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
- Built relationships with children and families through consistent involvement and communication during weekly activities
- 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
- Created graphics for a church resource book about water baptism, and created other graphics as needed

SKILLS

- Event Planning & Coordination
- Graphic & UX/UI Design (Adobe, Figma, Wix, Canva)
- Written and Visual Communications
- Digital Marketing and Content Creation
- Data Analysis (R Studio)

Certifications

- Google Ads Search Certification
- Google Ads Display Certification
- HubSpot SEO Certification

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 and approval processes