



ALLISON ROGERS

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EDUCATION

California Polytechnic State University

San Luis Obispo, California

Bachelor of Science: **Graphic Communication**

Concentration: **Journalism, publishing and editing**

Expected graduation: **June 2016**

Overall GPA: 3.88

President's List and Dean's List

Lorenzo De Medici University

Florence, Italy

Study Abroad, **Fall 2014**

SPECIAL PROJECTS

January - March 2015

Digital Typography

Worked with InDesign to create personal identities, technical papers and posters.

Marketing and Sales

Developed an innovative product, and wrote a marketing and business plan to launch it.

SOFTWARE

Illustrator, InDesign, Photoshop,
Microsoft Office, WordPress,
Premiere, iMovie, Social Media

SKILLS

Graphic Design, Logo Design,
Typography, Online Journalism,
Publication Design, Writing,
Photography, Social Media,
Editing, Web design

WORK EXPERIENCE: GRAPHIC COMMUNICATION

Creative Intern

W₂O Group | June 2015-September 2015

For *Stryker Neurovascular*: designed trade show poster and event materials, conceptualized and executed ad campaigns for new products, designed email blast templates with new product branding; for *Genentech*: designed web banners for clinical study; for *Merck*: created infographic, edited product information sheets; for *Various Clients*: designed PowerPoint presentations; for *Tejava*: assisted with design and execution of social media campaign.

Intern Project: Served as creative lead for national group of W₂O interns to create a social media campaign pitch. Presented concepts and design to senior executives.

Designer

Barastone LLC. | August 2013-Present

Designed logo, brochures, promotional materials, ads, style guide and web design concept to establish and support company's brand.

Designer

Rivily Inc. | December 2013

Created logo and backgrounder for new company.

Blogger

Athena Study Abroad | Fall 2014

Selected to write and produce a student blog representing Athena's Florence program.

"I Can't Believe It's Gluten Free" | January 2015

Personal blog launched in WordPress. Established a social media presence on Twitter, Facebook and Instagram.

ADDITIONAL WORK EXPERIENCE

Program Ambassador

Athena Study Abroad | Winter 2014-Present

Intramural Soccer Referee

Cal Poly Associated Students Inc. | Fall 2013-Present

LEADERSHIP AND INVOLVEMENT

Cal Poly ASI, *Executive staff member* • Cal Poly Orientation, *Week of Welcome Leader* • Cal Poly Intramural Sports, *Soccer team manager and player* • CYSA club soccer, *Class 1 Division 1 player*