

# Allyson A. Raymundo

## Work Experience

**Marketing Assistant, Part-time | Ezdirectmail, Inc | Grayslake, Illinois | August 2017 – Current**

- Encourage B2B relationships through direct mail efforts
- Manage social media accounts with Hootsuite
- Edit direct mail materials, websites, cover letters
- Research new leads and sales opportunities
- Assist with marketing ideas and plans
- Administrative duties (i.e. labeling, filing, preparing sample packs)

**Event Coordinator | Funtopia Adventure Park | Glenview, Illinois | August 2016 – July 2017**

- Created, planned, advertised and hosted large in-house events
- Ensured special events complied with local government rules and regulations
- Edited advertising, communication material; ensured all in-store marketing was up-to-date
- Pitched marketing ideas to owner, marketing manager and camp coordinator
- Cold called, account management for special events, ensured contracts were completed
- Edited, updated website (WordPress) and event calendar; performed various administrative duties
- Created and managed customer surveys, retained B2C and B2B relationships
- Managed donation requests, responded to event inquiries
- Assisted supervisors with hiring prospective employees and training new staff
- Resolved customer issues; oversaw up to 20 - 25 employees at once
- Created and reformed the birthday department to increase efficiency and customer satisfaction

**Spirit Team, Seasonal | Chicago Wolves | Rosemont, Illinois | August 2016 – June 2017**

- Enhanced the game day experience for new and long-time fans
- Sold club memberships
- Built relationships with new fans
- Set up and tore down displays and booths

**Community/Public/Media Relations Intern | Normal CornBelts | Normal, IL | January 2016 – May 2016**

- Promoted/advertised upcoming concerts and events, single game tickets, ticket packages; assisted with social media campaigns
- Represented organization at community events (e.g. mascot appearances, volunteer projects)
- Cold called, conversed with local businesses about upcoming events
- Contacted potential buyers via email, phone and/or face-to-face interaction
- Attended meetings to discuss marketing progress and plans
- Assisted office with administrative work such as filing, schedules, printing tickets


**Lead Visual Merchandiser | Aerie | Gurnee, Illinois | February 2013 – July 2014**


- Revised the store's layout and redesigned the sales area when sales were low
- Responsible for the stores overall appearance and ensured the store mirrored planograms
- Displayed current marketing and promotions in the appropriate and designated areas



## Contact

Mundelein, Illinois 60060

 raymundoallysonblog.wordpress.com

 (224) 456 - 9310

 raymundo.allyson@gmail.com

 linkedin.com/in/allysonraymundo

## Education

**B.S. | Integrated Marketing Communications**

*Illinois State University*  
August 2014 – May 2016  
3.3/4.0

*College of Lake County*  
May 2012 – May 2014

## Awards

**Dean's List**  
*Illinois State University*  
Fall 2015

## Certificates

**Google Analytics**  
June 2017

## Skills

Microsoft Suite  
Google Drive  
Customer Service  
Self-motivation  
Teamwork  
Time Management  
Multitasking  
Remerchandising  
Social Media  
Editing/Communication