

Lily Van Allen

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EDUCATION

Bachelor of Science in Marketing Communications and Communication Studies

University of Wisconsin-River Falls (UWRF), anticipated graduation May 2025

GPA: 3.8, Dean's List

Courses in General Studies

Ripon College, August 2022-December 2022

GPA: 3.9, Dean's List

EXPERIENCE

Public Relations Director, *University of Wisconsin-River Falls Student Government Association*, River Falls, Wisconsin, August 2024-Present

- Created digital and print marketing materials linked to student government elections, committee openings, and signature programs to increase awareness of student government initiatives and objectives among the UWRF student body.
- Coordinated events and meeting activities for members of Student Senate and for the student body to generate high-impact interactions between UWRF students and their representatives.

St. Croix Valley Community Engagement Intern, *Royal Credit Union*, New Richmond, Wisconsin, April 2023 – Present

- Assisted in crafting a strategic plan for Royal's community involvement at events such as golf outings, local festivals and nonprofit fundraisers to ensure high impact and positive experiences across all Royal locations in the St. Croix Valley.
- Wrote press releases announcing team member promotions, upcoming events and awards won by Royal to gain publicity and increase community interest.
- Assisted the Program Director of Community Relations with political advocacy initiatives by writing letters to local lawmakers on behalf of Royal and attending the Chippewa Valley Rally to interact directly with elected officials in Wisconsin.

Office Assistant Summer Intern, *Hudson Area Chamber of Commerce and Tourism Bureau*, Hudson, Wisconsin, June 2022 – August 2022

- Engaged with Chamber members via phone calls and in-person interactions to encourage them to sponsor and attend events by highlighting the benefits they would experience as a result.
- Distributed posters and other important Chamber of Commerce merchandise and information to its members by interacting with members face-to-face and sending items through the mail.

RELEVANT COURSEWORK

- Refined industry-specific writing techniques and strategies catering specifically to the fast-paced, sales-oriented environment of the mass media (Writing for the Mass Media).
- Understood the role of social media in marketing and public relations and gain certifications in software related to social media marketing (Introduction to Social Media Marketing Communications).
- Planned and executed a fundraising event for a charitable organization through acquiring sponsorships, collecting donations, and using public relations tactics to gain earned media with local news outlets (Sales Promotions and Event Planning).

EXTRACURRICULAR AND COMMUNITY INVOLVEMENT

- Member of UWRF Women in Business Club, Spring 2023-Present
- Event volunteer for the Hudson Area Chamber of Commerce and Tourism Bureau, Fall 2023-Present

AWARDS/HONORS

Dean's List at Ripon College, Fall 2022

Dean's List at UWRF, Spring 2023-Fall 2024