

Allie R. Jacobson

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Designer | Creative | Collaborative

EDUCATION

Pace University, Dyson College of Arts and Sciences

Bachelor of Arts (B.A.) in Art | Minors: Digital Design and Art History

New York, NY

August 2019

RELEVANT COURSEWORK

Web Design | Digital Design | Modern Art | History of Photography | Art and Entertainment Management Photography | Painting | Drawing | Digital Image Fundamentals | Visual Thinking | Media | Creative Writing

ACADEMIC PROJECTS

Web Design Project

January 2019-May 2019

- Constructed and designed 10+ website templates (3-6 pages each) using Dreamweaver for coding (HTML and JavaScript), Adobe Photoshop for making GIFs, and Illustrator for digital drawings

Art and Entertainment Management Project

January 2018-May 2018

- Created and presented PowerPoint presentation to highlight various event components based on attendee list, guest speakers, catering services, venue selection, etc. to create a successful relay
- Collaborated with 5-person team to plan a simulated non-profit event with a limited budget of approx. \$4,000
- Researched online and contacted agents to obtain estimates for artist performances for relay event

EXPERIENCE

SUPERBLUE Miami Art Center | EXPERIENCE GUIDE | Miami, FL

November 2021-March 2022

- Guided and informed visitors throughout installations to heighten interactive experience
- Collaborated with a team to create efficient flow throughout art center
- Pivoted daily to different stations and educated VIP groups during Art Basel.

V'Well18 Holistic Health Magazine | MARKETING AND MEDIA COORDINATOR | Remote

May 2020-November 2021

- Created social media content and design layouts for online holistic wellness magazine
- Received feedback and made edits to content with short turn-around schedule for seasonal issues
- Worked remotely with a team of six to successfully deliver final products to satisfaction of founder/editor
- As marketing coordinator, communicated exclusively with founder to organize plans for magazine and team

Blue Box Creative | ILLUSTRATOR | New York, NY

March 2016-May 2016

- Created 20 illustrations for the book, "The Little Book of Money and Career", receiving \$300 per illustration

Urban Stages | SOCIAL MEDIA INTERN/ASSISTANT TO ARTISTIC DIRECTOR | New York, NY

March 2014-May 2014

- Introduced management to new social media platforms (Facebook and Twitter), creating and updating promotional posts to expand theatre presence and advertise shows, resulting in increased awareness of Urban Stages brand
- Took well-received photos of annual fundraising banquet using Canon Rebel camera for social media postings and campaign
- Gained first-hand knowledge of operations behind non-profit theatre fundraising and event planning

MOCHABURGER RESTAURANT | CASHIER/SERVER | New York, NY

November 2019-March 2020

- Communicated with customers over the phone and in person in a Kosher upscale restaurant on Upper East Side
- Multitasked while simultaneously using the food applications, answering phone calls, and packing food orders

SKILLS

Technical: Adobe Suite (Photoshop, Illustrator, Dreamweaver, InDesign, Premiere Pro) | Microsoft Office (Word, Excel, WordPress) | HubSpot Social Media Marketing Certificate, social media (Twitter, Facebook, Instagram, LinkedIn, Canva, Tik Tok)