

Allison Scott

Journalist | Communications Professional

CONTACT

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Social Media: @AllisonScottTV
(Facebook, Instagram, Twitter, YouTube, LinkedIn)

Beyond being trained in written and verbal communication, being a sharp interviewer with the ability to help nearly anyone feel comfortable during an interview, and having an eagle eye for detail, I am a multimedia professional who can take an idea and turn it into a final product (with video, photo, and written components) all while meeting tight deadlines.

My freelance work as a personal shopper and multimedia journalist showcases my discipline when setting my own schedule, workload, and professional relationships.

SKILLS

- Public Speaking
- Public & Media Relations
- Social media content creation & management
- Storytelling
- Photography/Videography/Editing
 - Avid, iMovie, Final Cut Pro
- Copywriting & AP Style
- Deadline-driven
- Microsoft PowerPoint, Word, Excel
- FaceTime, Zoom
- HubSpot Digital Marketing Certification
 - November 2021 - December 2022

EXPERIENCE

Personal Shopper

Shipt | Muskegon, Michigan | August 2020 - Present

- Personally shopped for more than 1,000 families (and counting!) in the North Lakeshore metro
- Exude exemplary time management, communication, and problem-solving skills
- Listen to customers' needs to identify and recommend ideal product selections
- Maintain positive relationships with store personnel through professionalism and friendliness
- Have loyal clientele and have been requested as a preferred shopper by many
- Satisfy customers with quick and accurate service
- Currently have a 4.96/5 average rating

Digital Specialist/Storyteller

Freelance | Muskegon, Michigan | June 2019 - Present

- Work with brands to create content (pictures, videos, reels, blogs, copy) for their digital marketing campaigns
- Analyze engagement of the posts and create reports for the brands by using the statistics
- Maintain website
- Manage social media channels (Facebook, Instagram, Twitter, TikTok, YouTube)

TV News Reporter/Multimedia Journalist - 4.5 years

WCHS/WVAH Eyewitness News | Charleston, West Virginia | January 2017 - May 2019

WPBN/WTOM 7&4 News | Traverse City, Michigan | November 2014 - November 2016

- Pitched impactful and community-oriented news stories while collaborating with local law enforcement, schools, businesses, and volunteer organizations
- Scheduled and organized interview and story segments
- Corresponded with staff and guests via phone and email of upcoming events and interviews
- Wrote stories and edited pictures and videos for social media, website, and TV
- Worked independently on stories as well as collaborated with peers daily (photographer during interviews, producers during the live news shows, web team to get accurate information out to the viewers as soon as possible)
- Used problem-solving skills and creative thinking during breaking news by reporting live on TV as well as on Facebook, Twitter, and Instagram to keep the public informed
- **(WCHS/WVAH - 2 years)** Contributed family-focused stories during the morning show after recognizing the need: concentrated on health and wellness, events, and family life
- Helped spearhead a weekly segment (Foodie Friday), which included viewer engagement on social media
- **DEMO REELS:**
 - Lifestyle/Entertainment Reel: <https://www.youtube.com/watch?v=lqxMd-dlqQQ>
 - Food Reporter Reel: <https://www.youtube.com/watch?v=RsVH5EafPW8>

EDUCATION

Michigan State University

East Lansing, Michigan | August 2012 - August 2014

Bachelor of Arts: Journalism with a focus in Electronic News

- Member of Kappa Tau Alpha (National Honor Society for Journalism and Mass Communication)
- Member of Gamma Phi Beta sorority