

# MAGGIE ALLEN

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## EDUCATION

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### **Bachelor of Fine Arts, Graphic Design**

The University of Alabama

**Minor**, Computing Technologies and Applications

**Focus**, Cyber Security  
2020 – 2025

### **School Involvement, Activities**

Kappa Kappa Gamma

Sorority Member,

Be Positive Foundation

## SKILLS

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- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- Microsoft Suites
- HTML/CSS
- Web Design
- Figma
- Graphic Design
- Print Design
- Photography
- Art Direction
- Screenprint
- Packaging Design

## REFERENCES

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### **Ashley Smith**

GSDAdvisory

Charleston, SC

(404) 840-7653

ashley@gsd-advisory.com

### **Frank Fleming**

Heat Pizza Bar

Tuscaloosa, AL

(205) 919-7158

frank@heatpizzabar.com

### **Jonathan Cumberland**

UA Associate Professor of Art, Graphic Design

Tuscaloosa, AL

(205) 348-1593

jscumberland@ua.edu

## WORK EXPERIENCE

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### **Social Media Campaign Designer**

MRINetwork • Remote

July 2024 - Present

- Day to Day responsible manager for 15+ local franchise office social media content distribution.
- Introducing analytical process to measure KPI performance.
- Stabilizing a consistent communication program for franchise offices to reach new clients and candidates alike.

### **Hostess/Server**

Heat Pizza Bar • Tuscaloosa, Alabama

May 2024 - Present

- Greet and seat guests in a friendly and timely manner, ensuring optimal seating arrangements for the dining room, bar, and outside area.
- Managed multiple tables simultaneously in a high-volume environment, maintaining efficiency and attention to detail.
- Trained new host/hostess team members on company procedures, customer service techniques, and seating systems.
- Demonstrated effective communication skills with clients, vendors, and co workers while providing exceptional customer service during the sales experience.

### **Social Media Summer Internship**

Drew Carter at State Farm • Birmingham, AL

May 2023 – August 2023

- Managed social media scheduling, monitored performance metrics, and optimized campaigns using analytics tools.
- Analyzed social media metrics to track campaign performance, optimize strategies, and present insights to management team.
- Developed and executed content strategies across platforms, increasing engagement and brand visibility.

### **Campus Manager**

Outside Life Co. • Hybrid

May 2022 – May 2023

- Promote, plan, and execute a campus-wide ski trip.
- Lead event planning, marketing, and social media accounts for a program of over 200 attendees.
- Increased customer engagement through social media.

### **Server**

Innisfree Irish Pub • Tuscaloosa, AL

May 2022 – 2022

- Accurately took orders, served food and beverages, and promptly addressed guest needs.
- Delivered exceptional customer service by providing recommendations, answering questions, and ensuring guest satisfaction.
- Managed multiple tables simultaneously in a high-volume environment, maintaining efficiency and attention to detail.

## INTERESTS

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Graphic Design, Packaging Design, Brand Identity, Print Design, Photoshoot Prop Styling, Social Media, Typography.