

ALLISON JACOBS

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EDUCATION	Bachelor of Science in Public Relations, <i>magna cum laude</i>	2021 - 2025
	S.I. Newhouse School of Public Communications <ul style="list-style-type: none">• Minors in Sports Management, Applied Data Analytics, and Political Science• GPA: 3.7 Dean's List (7/8 Semesters)• Alpha Xi Delta Sorority• Vice President Syracuse University Club Field Hockey Team	
WORK EXPERIENCE	Research Assistant Communicate, Agitate, Motivate	2025
	<ul style="list-style-type: none">• Multi-platform PR project studying the vital role of communication in the fight for women's suffrage, working to inspire activism and raise awareness• Assisted in website design on WordPress; produced video and motion graphics for digital archive• Designed flyers and social media graphics for lecture information and tour dates, and educational graphics, posters and additional materials, including a teaching toolkit, using Canva	
	Social Media Intern National Hockey League	2024
	<ul style="list-style-type: none">• Wrote copy and sourced photos for scheduled content; pitched ideas to Social Media team, including content for promotional events and 2024-25 season• Conducted and presented research on platform features and NHL draft prospects using Excel, Word and PowerPoint; analyzed competitor accounts; track team/league social activity, such as timely content such as schedule releases; suggested social strategies and tactics using insights from data• Assisted in interview with Phil Pritchard, <i>Keeper Of the Cup</i>, for AMA on reddit	
	Public Relations Intern Syracuse Crunch	2022-2024
	<ul style="list-style-type: none">• Managed TikTok; designed and implemented successful strategies and tactics to increase fanbase following and engagement, using Excel to conduct audience and competitor analyses• Wrote social copy for special events and sponsored content; monitored accounts during games for promotional use; oversaw opposing team "stars of the game"; assisted with signings and community events; prepared press box before games• Moderated the 2024 Women in Sports panel	
	Digital Media Intern Lionsbridge Football Club	2023
	<ul style="list-style-type: none">• Produced video content using Premiere; interviewed team and community members; filmed mic'd up players during training sessions• Photographed training sessions; created graphics and team posters using Adobe Suite and Canva; recruited and managed photographers for games• Wrote copy and sourced photos to create original and sponsored content; managed Instagram, TikTok, Facebook, and X; wrote live play-by-play for X• Coordinated and oversaw media interviews; provided media training	
	Law Social Media Administrator SU College of Law	2022 - 2025
	Advancement & Communications Suite <ul style="list-style-type: none">• <i>Nominated for Syracuse University Student Employee of the Year (2025)</i>• Created and implemented content calendar for Office of Career Services; wrote copy and designed graphics using Adobe Suite and Canva; produced video content using Premiere; conducted audience and competitor analyses• Wrote feature stories for website/publications using AP Writing Style; interviewed variety of alumni, student and faculty; earned Veterans Legal Clinic Challenge Coin for an article dedicated to veterans' advocacy and storytelling• Transitioned website to new platform using WordPress	

RELEVANT COURSEWORK

- Content Optimization for PR Writing
- Digital & Social Media Innovation PR
- PR Management and Leadership
- Communications Law
- Analysis of Digital Media in Sport
- Sport Communications
- Sport Marketing Management
- Data Driven Inquiry