

allysonayers

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EDUCATION

Bachelor of Science, Journalism, Summa Cum Laude, May 2009

Bachelor of Arts, English, May 2009

University of Florida, Gainesville, FL

Cumulative GPA: 3.95/4.0 • UF Honors Program

PROFESSIONAL EXPERIENCE

Editorial Fellow, Southern Living Magazine, Birmingham, AL

January – June 2010

Assisted associate editor of the Travel/Livings Department with brainstorming and feature story pitches, created online components for print stories, and worked shoulder-to-shoulder with editorial assistants to write story sidebars for one of the nation's largest lifestyle magazines with a circulation of 2.5 million.

Content Processor, Gleim Publications, Gainesville, FL

July – December 2009

Worked with a team of proofreaders to produce educational materials in print and online formats, edited overall content, text, and images for 150 individual publications using XML and HTML.

Dance Instructor, Sun Country Sports Center, Gainesville, FL

November 2007 – December 2009

Planned and taught weekly dance classes to elementary school students, aided with the organization and implementation of our annual dance production, and choreographed original pieces for 10- to 17-year-olds.

Editorial Intern, Broad Beach Media, Gainesville, FL

January – May 2009

Created story ideas relevant to local residents, exercised superior grammar skills by extensively editing ad copy and story text, communicated with multiple story sources, advertisers, and editors, and assisted executive editor with daily office tasks for publications with circulations ranging from 6,000-30,000.

Deputy Intern, CosmoGirl Magazine, New York, NY

May – August 2008

Wrote short news and feature stories, brainstormed content ideas by researching and analyzing trends for target audience of 16- to 22-year-olds, developed strong Web skills by writing stories for Web site, assisted with annual college guide, collaborated with a team of 14 interns, and conducted source interviews.

Freelance Writer, Publications Division, UF College of Engineering

February – May 2008

Researched and wrote bi-weekly feature stories about all research, faculty, and student events that occurred in the UF College of Engineering for online and print publications.

Communications Intern, Famous Pictures and Features Agency, London, England

June – August 2007

Edited and fact-checked feature stories, assisted in office tasks, compiled online research, transcribed interviews, and brainstormed ideas for print articles to be pitched to European magazines and newspapers.

UNIVERSITY INVOLVEMENT

Honors Ambassadors

• **President**, August 2008 – April 2009

Managed a budget of \$10,000, created filing system to organize invoices and bills, implemented weekly tours to recruit high-achieving high school students to the UF Honors Program, executed two weekly meetings with general members and executive board, and served as liaison to university faculty and staff.

• **Secretary**, August 2007 – April 2008

Developed excellent communication skills by recording comprehensive meeting minutes, created an agenda for weekly meetings, and acted as a liaison between students and university faculty.

Student Honors Organization Executive Board

• **Secretary**, August 2006 – April 2007

Communicated with 18 Residential Assistants, served as a campus liaison for 2,000 undergraduate Honors students, and recorded comprehensive program reports for over 50 events.

• **Social Committee**, August 2005 – April 2006

Gained practical organizational and event-management experience by planning weekly social events for 600 students living in Hume Residential Hall.

SKILLS & AWARDS

- Proficient in XHTML and CSS
- Proficient in Adobe InDesign and Adobe Photoshop
- Proficient in Microsoft Office Suite on both PC and Mac computers
- 2007 Anderson Scholar, High Distinction
- President's Honor Roll: Fall 2007, Spring 2008, Fall 2008
- Receptient of 2007 Student Travel Association Scholarship, for summer study in London
- College of Liberal Arts & Sciences Four-Year Scholar