



ALLISON KAWECKI

DIGITAL MARKETING | CONTENT CREATION | SOCIAL MEDIA

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ABOUT

Marketing professional with 5+ years of experience supporting brand storytelling, social media, and digital marketing initiatives. Highly skilled in short-form video production, graphic design, and content organization. Known for strong collaboration, proactive problem-solving, and maintaining brand consistency in fast-paced environments.

SKILLS

- Adobe Creative Suite
- Brand Management
- Communication
- Content Creation
- Copywriting
- Customer Service
- Problem-Solving
- Project Management Software
- Trend & Data Analysis
- Social Media Content Creation
- Vendor Management

EXPERIENCE

COMMUNICATIONS PROJECT MANAGER

Tallgrass Energy | Dec 2024 - Nov 2025

- Planned, produced, and organized digital content including video, photography, and visual assets to support internal and external brand initiatives.
- Managed content calendars and coordinated timelines across marketing, leadership, and external vendors in a fast-paced environment.
- Maintained brand consistency across digital platforms, campaigns, and company communications.
- Partnered with creative teams and stakeholders to develop messaging, visuals, and launch materials aligned with brand standards.

FREELANCE PROJECTS

Topeka Music Vacations - Graphic Designer April 2024

- Designed branded graphics promotional materials.
- Supported marketing campaigns with visuals aligned to brand identity and audience engagement goals.

DZS - Finance Assistant Feb-Aug 2024

- Supported a high-visibility financial restatement project by coordinating cross-functional inputs, ensuring data accuracy, and delivering clear, compliant reporting aligned with internal and external stakeholder needs.

COMMUNICATIONS AND MEDIA RELATIONS INTERN

Cheniere | June - Aug 2022

- Supported creative production and content coordination across video, photo, and social media projects.
- Directed and edited promotional and recruitment videos, managed visual assets, and ensured alignment with brand and campaign guidelines.

EDUCATION

B.A. OF ADVERTISING

Texas Tech University | Honors
May 2023 | Magna Cum Laude