





ALLISON KAWECKI

D I G I T A L M A R K E T I N G & S O C I A L M E D I A

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 Dallas, TX

 www.allisonkawecki.com

PROFILE

Enthusiastic digital marketing specialist with hands-on experience in social media coordination, photography, and graphic design. Skilled in creating compelling content, leading campaign ideation, and tracking performance metrics to drive brand growth.

SKILLS

- Adobe Creative Suite
- Brand Management
- Content Creation
- Copywriting and Editing
- Problem-Solving
- Trend & Data Analysis
- Social Media Analytics
- Strategic Planning

EXPERIENCE

SOCIAL MEDIA INTERN

Ajenda Public Relations
Jan-May 2023

- Drafted compelling editorial calendars and social media posts
- Analyzed and reported social media metrics
- Assisted in creating and implementing social media strategies

COMMUNICATIONS AND MEDIA RELATIONS INTERN

Cheniere
June-Aug 2022

- Directed and edited the Summer Internship Recap video
- Developed creative concepts for marketing campaigns, promotional materials, and social media content
- Assisted with internal newsletter copywriting and editing

SOCIAL MEDIA/MARKETING INTERN

Lubbock Matadors SC
Jan-May 2022

- Implemented social media strategies and campaign ideas
- Ensured brand consistency by adhering to established guidelines when creating visuals or writing copy

EDUCATION

B.A. OF ADVERTISING

Texas Tech University
May 2023

*Additional experience located on website www.allisonkawecki.com