Allison Cobb

Communications & Marketing Professional

(586) 231-4366 • allisonmcobb@yahoo.com • Hudsonville, MI

SKILLS

- **Digital & Technical:** SEO/SEM • CMS (WordPress) • Email Marketing • HTML/CSS • Microsoft 365
- **Content & Communications:** Social Media Management • Copywriting & Editing • Crisis Communications • Internal and Corporate Communications
- **Strategic Marketing:** Marketing Planning • Brand Strategy • Website & Content Management
- **Creative:** Graphic Design (Adobe Creative Suite, Canva) • Photography & Videography

EXPERIENCE

Holland Board of Public Works | *Communications Intern*

(Holland, MI) MAY 2025 - APRIL 2026

- Improved website navigation and user experience by executing content updates with a focus on accessibility, SEO performance, and usability best practices - Implemented metadescriptions for 150+ webpages.
- Created targeted email campaigns and marketing materials that increased community engagement and audience interaction.
- Shot and edited original photography for use in digital campaigns and print publications, enhancing brand storytelling and visual consistency.
- Designed branded marketing assets - Including flyers, bill inserts, and social media graphics to support outreach and promotional initiatives.
- Managed multiple projects simultaneously, consistently meeting deadlines and maintaining high-quality communication deliverables.

Beechwood Grill | *Lead Bartender/Server*

(Holland, MI) SEPTEMBER 2022 - PRESENT

- Provide exceptional guest service while managing high-traffic bar and dining sections.
- Oversee cash handling, payment processing, and shift-end reconciliation.
- Supervise and mentor bartending staff to maintain efficiency, consistency, and quality of service.
- Train new employees, conduct inventory monitoring, and coordinate restocking with vendors.

EDUCATION

Grand Valley State University | *Allendale, MI* | *MAY 2026*

- B.A. in Communications

LANGUAGES

- English (Native)
- Mandarin Chinese (Conversant)

CERTIFICATIONS

- Leadership Certificate, Grand Valley State University

DIGITAL PORTFOLIO

- https://allisoncobb.my.canva.site/portfolio26