

ALLISON ALVAREZ HEDRICK

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PROFESSIONAL EXPERIENCE

FLORIDA WEST COAST PUBLIC BROADCASTING, INC. (WEDU), Tampa

08/2009 - Current

Vice President of Corporate Communications (8/11-Current) – Direct brand management of on-air, online, print and outreach event initiatives for the PBS station in the 12th largest DMA in the country. Develop and execute strategic communication plans. Serve as Executive Editor of WEDU's monthly donor magazine. Direct the organization's online presence, including social media initiatives. Develop and execute community outreach and fundraising events. Direct WEDU's Speaker's Bureau program. Recruit and manage volunteer staff and interns.

Marketing and Community Partnerships Associate (8/09-8/11) – Marketing design through print and digital media. Plan event logistics for outreach, donor, town hall, and special events. Develop and design media kits, one-sheets, posters, flyers, and brochures. Research, write and fulfill deliverables for grants.

THE LEUKEMIA AND LYMPHOMA SOCIETY, Tampa

09/2008 - 09/2009

Team in Training Campaign Marketer – Fundraising and friend-raising events campaign marketer. Develop and implement strategic digital marketing plan and collateral materials for upcoming fundraising activities and recruitment events. Develop and maintain campaign website, e-blasts and e-newsletters. Planned and executed fundraising recruitment events. Manage matching gifts initiative.

IN PROGRESS LTD CO, Tampa

01/2006 - 08/2011

Event Planner and Marketer – Developed strategic marketing and event plans for a variety of organizations and products. Innovative layout and design of advertisements, including development of product logos for the Home Shopping Network (HSN). Creation of custom art and logos. Editor-in-Chief of the international journal *NetworkNews* and bi-lingual newspaper *Prensa Informativa*. Implementation of Promotional Events.

CAROLINA TURKEYS, Mt. Olive, NC

01/2005 – 05/2006

Senior Communications Specialist – Serve as Public Relations and Information officer for the world's 4th largest food processing plant. Responsible for external press information and internal strategic communication planning. Develop and execute companywide strategic communications plan. Facilitate leadership training courses. Lead communication planner for VPP / Star Site Program. Serve as company event planner. Executive editor of monthly bi-lingual company newspaper. Serve as company/community liaison with Chamber of Commerce and serve on community boards, including the Boys and Girls Club.

Areas of Expertise

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| • Brand Management / Strategy | • Media / Community Relations |
| • Audience Development | • Board / Donor Cultivation and Relations |
| • Crisis Communications | • Social Media Strategy |
| • Copy and Speech Writing | • Strategic Planning |
| • Graphic Design | • Vendor Selection / Management |
| • Grant Writing / Grant Administration | • Leadership Facilitation / Coaching |
| • Event Planning / Fundraising | • Fiscal Management |

Educational Background

Bachelor of Fine Art • University of North Carolina at Pembroke, North Carolina (1996)
Situational Leadership Certification • Tribune University, Tampa, Florida (2003)

Affiliations

Working Women of Tampa Bay, State Conference – Panel Speaker
National Educational Telecommunications Association, Community Engagement Executive Council
