

## Katie Allen

214-783-8256 | akatie38@yahoo.com | Lewisville, TX | *Willing to Relocate*  
[www.katienicoleallen.com](http://www.katienicoleallen.com)

### Work Experience

- **CCMC | Director of Client Communications** **March 2025 - Present**
  - Lead the creation and execution of a client communications strategy that encompasses various channels, including email, digital, print, presentations, and reports.
  - Manage the end-to-end content creation process from ideation to implementation, ensuring all materials are consistent and effective, aligning with CCMC brand guidelines.
  - Analyze the effectiveness of client communications strategies, providing reports and insights to leadership.
  - Leverage data to inform communication decisions and adjust strategies to improve client engagement.
- **CCMC | Communications Specialist** **August 2022 - March 2025**
  - Support communications for 200+ communities, managing digital and print newsletters, magazine layout, content writing, website administration, graphic design, and crisis communication.
  - Onboard and train new team members in communication best practices.
  - Collaborate with external marketing teams to develop brand guides, websites, templates for newsletters, emails, and additional collateral for new communities.
  - Collaborate with the executive team and C-suite to develop clear client communication strategies, internal company newsletters, and business development presentations.
- **CCMC | Communications Coordinator, Windsong Ranch** **October 2020 - August 2022**
  - Developed communications strategies, including newsletters, website content, and social media.
  - Designed marketing collateral for 350+ community events, including flyers, t-shirts, banners, and logos.
  - Achieved a 242% growth in Instagram audience and a 73% increase in Facebook engagement.
  - Enhanced email newsletter engagement with a 28% increase in open rate to an average of 75% and a click rate of 24%.
  - Boosted resident communication satisfaction to 90% within one year.
- **Walt Disney World | College Program Intern** **January 2020 - March 2020**
  - Participated in the Disney College Program in the PhotoPass photographer role at Disney's Animal Kingdom.
  - Captured vacation memories for guests using digital technology, including DSLR cameras, PDAs, and image fulfillment stations.
  - Provided exceptional customer service by answering guest inquiries and promoting Disney PhotoPass products.
- **Walt Disney World | College Program Intern** **September 2018 - January 2019**
  - Participated in the Disney College Program in the attractions role at Spaceship Earth in Epcot.
  - Collaborated in a fast-paced team environment to deliver exceptional guest service.
  - Selected from 100+ cast members to perform the captain role for Future World Center and assist in guest recovery during Epcot's New Year's Eve celebration.
- **MD Integrated Marketing | Graphic Design Intern** **June 2018 - August 2018**
  - Created digital and print graphics for multiple clients, supported social media management efforts, and conducted research to inform innovative design projects and trends.

### Education

**University of Florida**  
Master of Arts in Mass Communication  
Concentration: Public Relations

**May 2022 - December 2023**

**Texas A&M University**  
Bachelor of Arts in Telecommunication Media Studies  
Minor: Psychology

**August 2015 - December 2019**

### Skills

- Advanced in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere), Canva, and Microsoft Office Suite
- Experienced with social media content creation and analytics
- Accustomed to collaborating with all levels within an organization, including executive-level managers
- Excellent organizational skills and ability to proactively prioritize multiple projects in a fast-paced environment
- Advanced in email marketing software, including Constant Contact, Mailchimp, and HubSpot
- Experienced with website content management platforms, including CivicPlus, ClubEssentials, Wix, and WordPress