



## ALLISON HOKINSON

## CONTACT

1959 Frawley Dr.  
Sun Prairie, WI 53590  
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## WEBSITE

Allisonartanddesign.com

## EDUCATION

BA English/Journalism  
University of Iowa,  
Iowa City, Iowa

Additional education from trainings, workshops, seminars, work and life experiences and observations, successes and mistakes.

## ABOUT ME

I bring the unique combination of writing talent, graphic design skills, creative proficiencies, and communication experience to every project, for a comprehensive professional who adapts to broad marketing needs.

## EMPLOYMENT HISTORY

**August 2015 to present**

**Community Relations Director**

**Community Foundation of Southern Wisconsin**

Oversee all marketing and public relations functions from concept to completion including brochures, informational materials, news materials, advertising, donor communications, logo design, board of directors communications. Maintain brand standards and foundation compliance. Write, design, photograph, and prepare for print 20-page annual report to more than 3000 shareholders. Manage and oversee website and social media. Serve as the key media contact, and supervise any and all marketing and public relations initiatives that deepen public understanding of the Foundation's work.

**January 2014-August 2015**

**Community Relations Director**

**Humane Society of Southern Wisconsin**

Oversaw marketing and communications for the agency through social media, website, press print and radio. Managed donor relations and content management system to ensure solid stewardship of contributions. Planned, organized, implemented major fundraisers. Facilitated the fundraising committee and communicated with board of directors. Designed marketing pieces for a variety of markets and systems. Began this fun job to help launch the organization's new brand - website, image, community positioning.

**January 2011-January 2014**

**Executive Director**

**YWCA Rock County**

Directed six programs: child care, domestic violence/battered women's shelter, child abuse/child advocacy center, immigration outreach, women's economic empowerment and transitional living; Oversaw fiscal operations including grant management, budgeting and implementation; Managed facilities, hiring, supervising, and evaluating staff performance; Assisted in the implementation of strategic planning, fund development, annual giving campaigns; Wrote competitive and non-competitive grants; Served as spokesperson for the agency, including representing and networking with clients/customers, community partners, stakeholders and regional councils; Built relationships with key donors. Managed a \$2M budget. Reported directly to the Board of Directors.

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## SKILLS

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Microsoft Word
- Excel
- Photography
- Publisher
- Powerpoint
- Wix/Weebly
- Chalkboard Art
- Watercolor Art
- Window Painting

## PERSONALLY

- Good Storyteller
- Compassionate
- Easy to Work With
- Creative
- Animal-Lover
- Community-Minded
- Love Helping Others

## EMPLOYMENT HISTORY, continued

2006-2011

Public Relations Director

YWCA Rock County

Directed all community relations and marketing plans for the agency; Facilitated corporate identity/branding strategies in all program areas; Served as agency spokesperson and advocate for key focus areas: anti-violence in the community, racial justice, women's economic empowerment, child care, immigrant outreach, member/community services, outreach; Executed effective marketing collateral: Planned, wrote, and designed from concept to print all agency material, including brochures, ads, invitations, direct mail pieces; Oversaw website content management system and website design. Leader of two major fund raising events annually, supporting development director in all other fundraising events; Wrote press releases, media alerts and radio spots, videos, speeches, and grant editing. Recruited back to this position by the Executive Director.

## FREELANCE PROJECTS

Various logo designs • Brochures • Website creation • Posters • Resumes  
Cards • Invitations • Programs • Video writing and creation • Annual Reports  
Proposals • Grants • General editing

Past and Current Clients: Rotary Botanical Gardens, Therasage EMC,  
Stella Construction, Hoo's Woods Raptor Center, Kids Against Hunger,  
Rock County Cancer Coalition, 1 Million Meals Event, WLEEDA,  
Loon Lake Coffee, Jeffris Foundation, United for Waukesha Resiliency Center,  
What the Fuss Technical Solutions.

## COMMUNITY SERVICE PROJECTS

- **Chevys on the Circuit Public Art Project:** Created art out of three fiberglass 1957 Chevy designs for Janesville's public art project and auction to benefit downtown revitalization.
- **Horsin' Around Public Art Project:** Created art out of two fiberglass miniature colts for S.M.I.L.E.S Therapeutic Riding Program for people with disabilities.
- **Window Art Project:** Designed and painted a winter holiday window for a local coffee shop that won the Best Window Design contest in downtown Sun Prairie.
- **Community Art Giveaway:** Created and displayed a variety of small-piece watercolor art at a local coffee shop. Customers could take up to two pieces with a donation to the baristas as part of COVID recovery for the service industry. Raised more than \$300 for each barista to receive a \$25 bonus.