

# Allison “Ally” Taylor

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## EDUCATION

Virginia Polytechnic Institute and State University (Virginia Tech)  
Pamplin College of Business  
B.S. Marketing Management

Blacksburg, VA  
Expected Graduation: May 2028  
Overall GPA: 3.65/4.00, Dean's List

## PROFESSIONAL EXPERIENCE

**Virginia Tech PRISM** (Student-Run Digital Marketing Agency)

Blacksburg, VA

**Director of Multimedia** | Jan 2026 – Present

- Manage creative direction, workflows, and project timelines for all PRISM multimedia initiatives
- Lead a 15-member multimedia team responsible for photo and video content for client campaigns and internal marketing

**Pamplin College of Business Account - Multimedia Lead** | Dec 2025 – Present

- Produce professional video and photo content supporting college marketing initiatives
- Respond to multimedia requests and deliver polished visual content for digital platforms

**Deloitte Account - Content Creator** | Aug 2025 – Feb 2026

- Create content for the Deloitte Account, as PRISM partners with Deloitte to support its work with Veterans and the broader Veteran community.
- Develop research, deliverables, and marketing strategies for Deloitte's federal campaign, helping elevate programs for Veterans and their families.

**Virginia Tech Marketing Department**

Blacksburg, VA

**Marketing Associate** | May 2025 – Present

- Manage social media content calendar and execute campaigns across Instagram, Facebook, and LinkedIn highlighting faculty, alumni, and student achievements
- Track engagement metrics and present updates to department leadership and the advisory board. Increased Instagram engagement and reach by 150% in a six-month period

**Media Creator, Ally's Angle**

Cleveland, OH

**Owner** | Sept 2023 - Present

- Founded videography and photography business creating content for sports teams, clubs, and nonprofit organizations. Projects can be viewed on YouTube and Instagram @allysangle
- Produced visual content and gained proficiency in Adobe Premiere Pro, Illustrator, and InDesign

**Cleveland Cavaliers & Rock Entertainment Group**

Cleveland, OH

**Internship** | May 2024

- Interned with the Cleveland Cavaliers and Rock Entertainment Group, gaining hands-on experience across multiple departments within the organization.
- Strengthened understanding of team management, marketing strategy, and business operations

**Columnist, The Chagrin Valley Times**

Chagrin Falls, OH

**Internship** | May - August 2023

- Wrote a weekly column titled “A New Generation” exploring contrasts between current and past generations.
- Strengthened skills in writing, research, interviewing, and time management.

## SKILLS & INTERESTS

**Skills:** Digital marketing, content creation, social media, SEO, campaign analytics, Adobe Creative Suite, Microsoft Office, communication, project management, collaboration

**Interests:** Guitar, Fishing, Tennis, Photography