



AllisonMcKeever

Design Management

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As a graduate with a degree in design management I am looking for a position that will enhance my career working in the design industry. My education taught me the inherent value of design in business and I am intrigued to explore this dynamic in greater detail through further work experience. I have interests in client relations, business development and project management. I have worked on many projects in the past that have laid my foundation for understanding what it takes to act as a leader within a talented, interdisciplinary environment making me a qualified candidate for a position within the design industry.

The most recent role that helped shaped my career was my position as marketing intern for the Portland Trail Blazers, a professional NBA team. During my internship I was given the responsibility of project managing the 2008-09 Official Yearbook. I worked with the marketing department, the graphic designer and the community relations department to ensure all points of interest were included in the Yearbook. The result was an end product that broke the mold of previous Yearbooks and offered a pictorial experience that told the story of the 2008-09 season. The Yearbook received high praise from Trail Blazers executives.

A second role that helped shape my career and refine my skill set was my participation in Portland Advertising Federation's "COLABORATORY" summer internship program. This internship taught me the culture of advertising that exists in Portland and how to work with people from different backgrounds to achieve a Marketing/PR plan that aligns with a client's goals. The tight timeline reinforced my belief in developing the project scope so every team member knows their role and how it is interdependent with everyone else. As one of the lead managers for our team I provided project direction that lead us to winning our client pitch.

As an assistant to the CEO of Wild Alchemy, I learned the art of account planning from an experienced veteran. I was taught the key to a well-conducted over-the-phone interview and was given the responsibility of analyzing data to discover consumer insights that were incorporated into client's positioning strategies. This experience framed my respect for account planning as the backbone of the creative process.

As a leader within creative, interdisciplinary teams and communication at the core of my management philosophy I am a strong candidate for the design industry. My education and experiences have given me a proven track record of how success can be achieved through a strong work ethic and a go-getter attitude. I have enclosed a copy of my resume for your review. I look forward to the opportunity to discuss my qualifications.

Thank you for your consideration.

Sincerely,  
Allison McKeever



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## Professional Profile

Three years experience as a design management professional. Accomplished in leading interdisciplinary teams in the direction of an established vision with.

- Strong work ethic
- Keen understanding of business development
- Self-starter with good follow-through and decision-making skills

AREAS OF EXPERTISE: client services, project management, account planning, brand strategy, competitive analysis & positioning and event planning

SKILLS: Adobe CS: Photoshop, Illustrator, InDesign and Dreamweaver  
organization, communication, presentation, delegation, negotiation, conflict resolution, detail oriented

## Work Experience

PORTLAND TRAIL BLAZERS, Portland, OR • October 2008- May 2009

MARKETING INTERN

- Managed Rip City Magazine (official game program)
- Developed SWOT analysis for improvements
- Wrote proposal to put magazine online
- Maintained budget
- Yearbook production

Took initiative to complete referral documents including printer specs, advice for navigating departmental conflict and spreadsheets to track content during end of season wrap-up.

WILD ALCHEMY, Portland, OR • September 2008- June 2009

ASSISTANT TO THE CEO

- Conducted over-the-phone interviews for market research purposes
- Analyzed survey respondent data into meaningful insights
- Developed PowerPoint presentations for clients from insights

COLABORATORY, Portland, OR • July 2008- August 2008

ACCOUNT/PROJECT MANAGER INTERN

Portland Advertising Federation's summer internship program. Rotated through three advertising agencies: Ascentium, HMH and Anvil Media and created a Marketing/PR plan for Sameunderneath

- Managed production
- Developed social media utilization plan
- Job shadowed Project Managers & Account Executives
- Google ADwords
- Media planning & budgeting
- Won client pitch

Instituted strategy to share background and consumer research with the opposing team, in order to improve efficiency of both teams.

PICADILLY FLOWERS, Anchorage AK • February 2005-June 2006

LEAD SALES CLERK/ FLORAL DESIGNER

MCDONALDS, Anchorage AK • September 2003- October 2005

SHIFT MANAGER



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## Education

ART INSTITUTE OF PORTLAND • PORTLAND, OR • July 2006-June 2009

BS: DESIGN MANAGEMENT focus on Advertising • Graphic Design

HONORS SOCIETY: July 2007- June 2009

CLASS GRADUATION SPEAKER

## Extra Curricular

BRASHCREATIVE (student managed advertising agency) • July 2008-January 2009

VICE PRESIDENT: Summer 2008- Winter 2009

SENIOR PROJECT MANAGER: Fall 2007- Summer 2008 • Active member since Spring 2007

- Supervised agency operations
- Developed agency structure
- Headed client communications

PORTLAND ADVERTISING FEDERATION • August-October 2008

ROSEY AWARD VOLUNTEER COORDINATOR

STUDENT ACTION COMMITTEE • July 2006-January 2009

PRESIDENT: March 2007- January 2009

DESIGN MANAGEMENT REPRESENTATIVE: Summer 2006-Winter 2007

- Chaired committee meetings
- Reviewed Student Activities Fee proposals
- Addressed student concerns
- Facilitated communication between students and administration

PRIME (school newspaper) • Spring 2007- Fall 2007

EDITOR

LEADERSHIP ACADEMY

Summer 2006, 2007, 2008

Winter 2007, 2008, 2009



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## Management Philosophy

My management philosophy is based on that of the contingency theory, meaning a manager makes a decision only after they take into account all aspects of the current situation. This accounts for the development of a sound strategy, which in turn helps motivate fellow team members in the direction of an established goal by clarifying individual roles and task requirements. Within this theory I place importance on the scope of a project so each individual knows their specific requirements and how their role is interdependent with the rest of the project. Within this process communication is key. All team members should be able to openly communicate their concerns, questions, and praises without fear of hurting others. Without open communication projects lack direction and may never reach the end goal.