

# ALLISON BANKS

Brand Experience // Marketing // Graphic Design // Event Planning

702 Rancho Santa Fe Rd.  
Encinitas, CA  
**(858) 336-3928**  
[allison.banks@mac.com](mailto:allison.banks@mac.com)  
**Portfolio:** [b-hivecreative.com](http://b-hivecreative.com)

## EXPERIENCE

### **B-HIVE Creative**, Encinitas, CA *Owner/Operator*

JANUARY 2015 - PRESENT

- Meet with clients to determine marketing and design vision, scopes of work, budgets, and deliverable timeframes.
- Collaborate with businesses to develop their brand identity and unique messaging in a wide variety of applications, including logo design, website creation, product packaging, print collateral, email marketing, social media content, and event/exhibition planning.
- Format and deliver production-ready graphics for use in print, apparel and digital media.

### **AMPERSAND Skin Care**, Greensboro, NC (Remote) *Creative Director (Contract)*

APRIL 2018 - MARCH 2021

- Created brand identity, including, logo, website and product packaging. As well as, digital and print collateral, trade show setup and content for email, social channels and paid advertisements.
- Responsible for e-commerce experience, from SEO to product delivery
- Managed all social media platforms, influencers and content creation
- Generated and presented analytics and reporting to the Board of Directors and company leadership.
- Secured paid and unpaid features in print and online publications for Marie Claire, Harper's Bazaar, Allure, Forbes, and many more.
- Responsible for garnering "Buyer Favorite" and "Consumer Favorite" Awards at the 2019 Indie Beauty Expo in Dallas.

### **In-Flight Media Associates, Inc. (IMA)**, Carlsbad, CA *Associate Producer (2011-2012), Production Manager (2009-2011)*

JANUARY 2009 - MAY 2012

- Managed sales and production of on-board advertorial spots for leading airlines, including Delta, American Airlines, United and Virgin America.
- Generated and called on 300+ marketing professionals per week, selling unique opportunities for their brands.
- Was responsible for customer experience, from on-boarding to campaign strategy and execution, resulting in the production of long and short format programs; lifestyle, travel, specialty and commercial.

## COMMUNITY LEADERSHIP

### **Parent Teacher Association and Encinitas Educational Foundation** — Carlsbad, CA

*Board of Directors (Non-profit), El Camino Creek Elementary*

JUNE 2015 - JUNE 2022

- EEF Board of Directors & School Site Representative (2021-Present)
- President (2019-2021)
- Executive Vice President (2017-2019)
- Vice President of Communications (2015-2017)

## SKILLS

Adobe Creative Suite  
Microsoft Office Suite & Apple OS  
CRM Software (ACT, Salesforce)  
Branding & Identity  
Logo Design  
eCommerce (Shopify, Wix, WordPress)  
Concept Development  
Email Marketing  
Art Direction  
Advertising  
Graphic Design  
Project Management  
Photography  
UI/UX and Web Design  
Digital Marketing  
Visual Communication  
Marketing Strategy  
Print Production  
Apparel Design  
Retail & Merchandising  
Print Production & Manufacturing

## EDUCATION

### **San Diego State University** *Bachelor of Arts*

**August 2001 - May 2005**

Earned Bachelor of Arts Degree in Applied Arts and Sciences with an emphasis in Graphic Design.

### **Qualcomm** *Internship*

**January 2005 - May 2005**

Accepted into the internship program at Qualcomm. Earned the QUALSTAR award for "exceptional contributions to 2005 design projects."

## REFERENCES

**Corey Wright**  
[coreywright7@gmail.com](mailto:coreywright7@gmail.com)

**Jodi Greenberger**  
[jodi.greenberger@eusd.net](mailto:jodi.greenberger@eusd.net)

**Elizabeth Sugarman**  
[e.sugarman@me.com](mailto:e.sugarman@me.com)