

# Aria Allen

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## EDUCATION

University of Chapel Hill August 2023- May 2025

### **Bachelor of Arts**

Pending GPA

Major: Media and Journalism

Minor: Creative Writing

Minor: French

Appalachian State University August 2019-May 2022

### **Previous University**

3.82 GPA

## LANGUAGES

English: Native language fluency

French: Advanced intermediate written and oral fluency

CSS Coding: Beginner fluency

HTML Coding: Beginner fluency

## WORK EXPERIENCE

Raging Bull Harley Davidson, Durham, NC May 2023-September 2023

### **Director of Marketing and Events at Raging Bull Harley Davidson**

- Created a successful video series showcasing motorcycles, photography campaigns for retail advertising, and other content for social media and paid social media. Created digital campaigns in Canva to drive foot traffic from social media into the dealership. Managed the logistics for internal and external events at the dealership. Directed, edited the script of, shot, and narrated a service commercial for paid media in partnership with STAR Media Group. Represented Raging Bull Harley Davidson as a spokesperson on the importance of motorcycle safety and rode a motorcycle on TV for CBS-17.

Private Family Roubaix, France October 2022-February 2023

### **Au Pair**

- Caretook for two children, a 7-year-old boy and a 9-year-old girl. Developed cultural immersion plans like cooking American food and teaching the children fun phrases. Spoke French and English with the children and family. Prepared the children for school, cleaned the house, took them to their activities, and played with them. Studied French grammar and usage with a private instructor.

Appalachian State University, Boone, NC March 2021-May 2022

### **Anchor of "Hi, Neighbor!" for AppTV**

- Provided insight into the High Country community by interviewing students, staff, and faculty. Developed interpersonal skills and professionalism by collaborating with a team of producers and co-hosts. Learned to conduct studio interviews, virtual interviews, and to develop stories fit for media broadcasting.

Appalachian State University, Boone, NC

January 2021-present

**Founder and Student Director of Neers for the Queers**

- Created mentorships for first year LGBTQIA2S+ students by pairing them with older queer students at Appalachian State University. Led a marketing campaign included infographics, social media posts, posters, and banners through a partnership with local queer artists. Developed programming entailing one social and one educational event each month to encourage students to explore their identity through an interpersonal and societal lens. Hosted monthly mentor check-ins to hear feedback about the program and ensure mentors are taking the necessary self-care steps to remain successful.

Remote Work

May 2021

**Host and Creator, “Never Have I Ever”**

- Podcast that discusses crazy life stories and the even crazier explanations behind them. Used the recording software Adobe Audition. Learned the logistics behind developing a platform, recording, editing, and posting an episode. Contacted interviewees and held creative meetings to develop an outline for each episode prior to recording it. Developed marketing graphics and social media posts. Partnered with a local artist for the podcast’s cover image.

**INVOLVEMENT AND LEADERSHIP**

- Financial Intern, **Pioneer Equipment Company** August 15, 2022 - October 14, 2022
- Study Abroad Aix-en-Provence, **CEA** June 6, 2022 - July 16, 2022
- Treasurer, **Appalachian State University** Fall 2021- Spring 2022
- Employee, **Beech Mountain Ski Resort** December 12, 2021- February 12, 2022
- BIPOC and LGBTQIA+ Student Panelist, **Black Student Association** October 10, 2021
- Member and Former Treasurer, **Hillel** Fall 2020 - Spring 2021
- Bookseller, **Barnes and Noble** November 2018-June 2019

**Special Skills**

- Operate a forklift
- Grill on an outdoor BBQ
- Drive a motorcycle