


ALLISON LOYER

DIGITAL + TRADITIONAL MARKETING + COMMUNICATIONS | GRAPHIC DESIGN | PROJECT MANAGEMENT + STRATEGY

CONTACT

 248.255.3835

 allieloyer@gmail.com

 18546 Parklane | Livonia, MI | 48152

 /allison-loyer

 allisonloyer.com

PROFILE

I speak fluent digital marketing, design, communications, copy-writing, and strategic planning. I am currently working in the healthcare industry marketing medical practices and providers as a Digital Brand Specialist. Previously, I worked in the retail industry creating and distributing engaging content for a portfolio of shopping centers.

SKILLS

- Design for Print and Digital Applications
- Project Management
- Digital + Traditional Marketing
- Social Media Strategy + Marketing
- Email Strategy + Marketing
- Copywriting
- Website Strategy and Design
- Proficient on MAC and PC, Microsoft Office, Adobe CC: Photoshop, Illustrator + InDesign

EDUCATION

Lawrence Technological University | 2005

Bachelor of Science in Architecture
with Emphasis in Graphic Design

FUN FACTS

Gardening fanatic
Dog person
History buff
Food enthusiast
Can recite all 50 states alphabetically
Lover of art and architecture

EXPERIENCE

Trinity Health IHA Medical Group | CORPORATE HEADQUARTERS | Ann Arbor, MI Digital Brand Specialist | 5/2019 - PRESENT

- Manage social media accounts, virtual learning and websites for multi-specialty physician group
- Grew low-performing social media accounts 317% with strategic advertising campaigns
- Launched and manage multiple virtual education programs attended by more than 10K people in 2022
- Work closely with graphic design team to create digital assets consistent with seasonal campaigns
- Partner with Communications Manager to develop messaging during community health emergencies
- Act as a liaison between practices and corporate marketing to ensure consistent branding throughout
- Working with a graphic designer, developed brand standard documents for corporate and practice use
- Worked in multiple content management systems through website redesign and daily maintenance
- Copywriting for print, communications and digital use, including a weekly health and wellness blog
- Report monthly metrics for social media, website and virtual education efforts
- Volunteered as an Ambassador for the Diversity, Equity and Inclusion Committee

THE TAUBMAN COMPANY | CORPORATE HEADQUARTERS | Bloomfield Hills, MI Digital Marketing Specialist II | 2/2016 - 5/2019

- Oversaw social media accounts and websites for a nationwide portfolio of nineteen shopping centers
- Design and develop content for multiple social media platforms
- Execute social media advertising and targeting strategy for variety of audiences
- Established a paid advertising strategy on multiple social media platforms
- Launched Instagram and Snapchat accounts and manage branding strategy for portfolio
- Present monthly to digital teams about social media strategy, tool and platform updates, analytics, and content
- Managed the redesign of shopping center websites and content management system for entire portfolio
- Write and send mobile application push notes and in-app messaging
- Produce and oversee execution of social marketing strategy for shopping center holiday programs
- Produce training documents for a variety of uses and platforms

THE TAUBMAN COMPANY | GREAT LAKES CROSSING OUTLETS | Auburn Hills, MI Marketing and Sponsorship Coordinator | 7/2013 - 2/2016

THE TAUBMAN COMPANY | THE MALL AT PARTRIDGE CREEK | Clinton Twp., MI Marketing and Sponsorship Coordinator | 5/2012 - 7/2013

- Managed shopping center's social media program, including production of content
- Oversaw production of center's weekly Email Program
- Assisted in the development and distribution of press releases
- Designed a template for newsletters for internal and external communication, now used company-wide
- Maintained positive relationships and communication with merchants to increase sales
- Worked with Customer Service Manager to ensure quality customer service
- Managed all details of events and promotions, including flawless execution of seasonal and holiday programs

MOTIONWISE, LLC | Berkley, MI

Office Manager, Director of Publishing | 11/2005 - 5/2012

- Developed and managed a new website design and Email program, launched and managed social media
- Oversaw all operational matters for a healthcare private practice, marketing and strategic communications