



# ALLISON SOLBERG

STRATEGIC INNOVATOR · SOCIAL MEDIA & INFLUENCER SPECIALIST

Hi! I'm currently looking for the next exciting adventure in my career where I can showcase my leadership qualities and expertise in the digital marketing space. With over eight years of social media experience, I'm a creative and solutions-oriented worker who loves collaborating and developing content that excites audiences. For my next adventure, I'm looking to work in a fun, go-getting team environment where we can crush goals together.

Feel free to shoot me an email and let's chat!

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## EDUCATION

**VILLANOVA UNIVERSITY**  
B.A Communications  
Public Relations & Marketing  
2008-2012

## ATHLETICS

**VILLANOVA UNIVERSITY**  
Division 1 Tennis Team  
Competed in Singles & Doubles  
Team Captain for two seasons  
2008-2012

**IMG BOLLETTIERI TENNIS ACADEMY**  
Full-time student-athlete for five years  
Competed in USTA, ITF, ITA & WTA tournaments

## TOOLS

- Brandwatch
- NetBase
- Sprinklr
- Khoros (formerly Spredfast)
- Sprout Social
- TrackMaven

## INTERESTS

- Travelling to exciting destinations
- Cheering for my favorite teams
- Hiking the great outdoors
- Sweating it out on my Peloton
- Pinning & cooking delicious food

## DIGITAL MARKETING EXPERIENCE

### SOCIAL MEDIA MANAGER

Kellogg Company, Natural & Insurgent Brands | Chicago | March 2020 - present

As the Social Media Manager for Kellogg's Natural & Insurgent brand category, I lead the development of social content and influencer strategies that solve business challenges and generate results. Collaboration across internal teams and external agency partners is a key responsibility of my day to day.

- Promoted to Social Media Manager for the Natural & Insurgent brand category in January 2021. Brands include RXBAR, Kashi, Bear Naked Granola, Pure Organic, Joybol and Leaf Jerky. I was first hired as the Social Media Manager for just RXBAR in March 2020
- Serves as the Natural & Insurgent team's head of social media and influencer marketing. Executing best in-class social and influencer approaches in alignment with key stakeholders
- Launched RXBAR's at-home fitness platform, #RXercise, within my first week of employment and two days into working remotely during the beginning of the pandemic

### SOCIAL CONTENT MANAGER

iCrossing | Chicago | January 2016 – February 2020

- Promoted from Social Strategist in 2017. Managed the Social Strategy team based in Chicago
- Brand experience: PepsiCo, Beam Suntory, Bridgestone, Sargento & Microsoft

### SOCIAL MEDIA STRATEGIST

10X Studios | Chicago | May 2015 – January 2016

The Manifest Social Media department was acquired by 10X Studios in May 2015. After leaving, 10X Studios renamed to Power Post in August 2016.

### SOCIAL MEDIA MANAGER

Manifest Digital | Chicago | January 2015 – May 2015

### SOCIAL MEDIA MANAGER

Netplus | Philadelphia | August 2012 – November 2014

Promoted from Social Media Coordinator in January 2014

## SKILLS

- |                                    |                           |
|------------------------------------|---------------------------|
| Social Strategy Development        | Influencer Marketing      |
| Consumer Research                  | Social Listening          |
| Platform Insights & Best Practices | Team Management           |
| Digital Content Creation           | Proposals & Presentations |