



WORD OF MOUTH

ADMIN & CREATIVE

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SUMMARY



Since 1993, Allison Gibson has owned and operated Word of Mouth Admin & Creative (formerly Word of Mouth Graphics). The company provides virtual technical and creative

services to clients in the U.S. and Africa.

Allison is an administrative professional with 20+ years' experience managing and administrating client projects.

PAST PERFORMANCE HIGHLIGHTS

Procurement Resources Inc: Administrative consulting and technical support to CEO of nationally recognized supplier diversity consulting firm to the Fortune 500

Women's Business Enterprise National Council (WBENC): Recruited, trained and coordinated 200+ volunteers for business conferences in 10 U.S. cities

WBENC: Webmistress for two national websites requiring daily updates and management. Implemented platform migration and technology upgrades.

Mims Business Consulting: Administrative consultant on technology integration for administrative tasks.

LA County Business Technology Center: Planned and co-managed inaugural LA County Tech Week

CORE COMPETENCIES

- Communications
- Marketing Administrative Support
- Administrative Consulting
- Project & Event Management
- Digital Graphic & Media Asset Utilization
- Email Marketing & Data Management
- Website Design, Maintenance & Management
- A go-to problem-solver for admin and end-user technical support

TECHNICAL EXPERTISE

MS OFFICE	
MS EXCEL & ACCESS	
PHOTOSHOP	
WEB BUILDERS & CMS	
WEB CODING (HTML, CSS)	
PDF EDITING	
ALL THINGS DIGITAL FORMS	
G SUITE	
WRITING & EDITING	
SOCIAL MEDIA	
DIGITAL FLIPBOOKS	
COLLABORATION SOFTWARE	
EMAIL MARKETING	
ILLUSTRATOR / INDESIGN	
PROJECT MANAGEMENT	

INDUSTRY FOCUS

INDUSTRIES: Supplier Diversity | Tech & Startups
Special Events | Health & Beauty | Arts & Entertainment