

# Allison Fossner

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## WORK EXPERIENCE

### University of Delaware

*Assistant Athletic Director, Communication, Creative Services & Licensing*    **August 2017-Present**  
*Social Media & Digital Content Director*    *October 2020-Present*  
*August 2017-October 2020*

#### SOCIAL MEDIA & DIGITAL CONTENT EXPERIENCE

- Lead the strategic vision and implementation of Delaware Athletics digital initiatives and oversee creative strategy on 20-plus accounts.
- Transformed the Blue Hen digital strategy to a student-athlete focused and revenue-driven approach. Created Instagram accounts for football, men's basketball and women's basketball, growing those accounts to more than 15,000 followers.
- Successfully capitalized on social trends and new platforms, including on GIPHY (575 million total views) and TikTok (most-watched video with 80,000 views).
- Grew the Blue Hens' following by 180 percent over three-plus years, while maintaining and growing engagement rate. Consistently among the top-10 in the FCS in engagement rate in football.
- Create unique and engaging campaigns, focusing on developing brand awareness, recruiting the best student-athletes, and building a strong community.
- Started and maintain a digital analytics and metrics reporting system, using Google Analytics, in-platform metrics and Hootsuite. Define relevant KPIs across programs.
- Increased visibility of the Delaware Athletics brand and enhanced the student-athlete experience by creating and delivering content directly to players. Reached an audience of over 350,000 and engagement rates on athletes' posts topped 165 percent and averaged 45 percent.
- Implemented a paid advertising strategy for the first time ever in 2019-20, leading to over \$25,000 in ticket sales without a full football season.

#### LICENSING EXPERIENCE

- Manage the licensing business strategy of Delaware Athletics, including launching an e-commerce website.
- Lead and manage relationships with vendors, licensees and retailers to ensure the consistency of the University brand and increase revenue.

#### MANAGERIAL EXPERIENCE

- Mentor a Social Media Specialist, Art Director, a full-time intern and a team of 5-10 students per semester.
- Oversaw the social media budget, including digital advertising spend.
- Directed trainings to educate the athletic communications team, coaching staffs on content capture, new digital trends and social apps.

### Harvard University

*Associate Director for Athletic Communications*    **July 2013-July 2017**  
*Interim Director of Athletic Communications*    *June 2015-July 2017*  
*Assistant Director for Athletic Communications*    *September-October 2016*  
*July 2013-June 2015*

- Primary media contact for eight sports, including men's basketball, men's lacrosse and the secondary contact for football.
- Selected as the Interim Director of Athletic Communications while the Associate Director of Athletics took eight weeks of leave, handling all administrative meetings, leading a staff of nine and coordinating all football duties.
- Proactively pitched and brought ESPN's *College GameDay* to campus and supported the show in all aspects.
- Earned the 2015 Dean's Distinction and FAS Impact award as a top Faculty of Arts & Sciences employee who exhibits sustained, superior performance.
- Managed the press box for football, including for The Game (Harvard-Yale), handling over 200 media requests, VIP guests and a nationally-televised contest.
- Oversaw all aspects of the office's \$140,000 yearly budget, including payroll for game workers, photography, and ordering equipment.
- Mentored two full-time graduate assistants that all secured full-time jobs post internship, including at Stanford, Harvard, Boston University and Stonehill.
- Hosted the 2017 NCAA Men's Lacrosse Division I, II and III National Championships. Coordinated all media aspects of the weekend.

### Rutgers University

*Assistant Director for Athletic Communications*    **July 2009-July 2013**  
*Athletic Communications Assistant*    *May 2011-July 2013*  
*July 2009-May 2011*

## PROFILE

Communications professional with 11-plus years of experience in the field of media relations and social media. Proven leader with a passion for finding and telling great stories. Swift and resourceful problem solver that connects with others by building authentic relationships and serving as a team player.

## EDUCATION

### Harvard University

Master of Liberal Arts | 3.81 GPA  
Dean's List Distinction

### University of Massachusetts

Bachelor of Business  
Administration | 3.85 GPA  
Summa Cum Laude

## SKILLS

Adobe Creative Suite | Content Creation | CMS | Content Strategy | Copywriting | Digital Strategy | Facebook Business Manager | Google Analytics | Google Drive | Hootsuite | Microsoft Office | Neulion | Presto | Project Management | SideArm | Social Media Platforms and Strategy | StatCrew

## CERTIFICATIONS

- Harvard Leadership Development
- Advanced Google Analytics

## ADDITIONAL EXPERIENCE

*University of Delaware*  
*Professor of Social Media & Communications*

- Designed a seven-week Social Media graduate level class for the Strategic Communications program.
- Facilitated instruction on managing a social media brand and creating a social media strategy for any organization or individual.