

# ALLISON LONG

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## Qualifications

**Creates** engaging written, visual and audio content for websites, print and videos.

**Demonstrates** proficiency with Microsoft Office Suite, motion graphics and Adobe Creative Suite (including Photoshop, Premiere Pro, Audition, After Effects) and InDesign) as well as a wide variety of DSLR cameras, lighting and audio equipment.

**Engages** audiences and communicates content using social media, including Facebook, Twitter, Vimeo, YouTube, LinkedIn and Instagram.

**Communicates** effectively and accurately through written and verbal means.

**Adapts** quickly to new technology.

**Innovates** fresh approaches and completes projects of all sizes both without supervision and through teamwork.

**Leads** others to develop projects and resolve challenges.

**Meets** tight and evolving deadlines.

## Education

**University of Florida**

Bachelor of Journalism degree

## Continuing Training

**Johnson County Community College**

Digital Marketing Certificate | YouTube, Google analytics, social media, SEO, digital newsletters

**Centurion Risk Assessment Services**

Hostile Environment Training

**PSI Services LLC**

Remote Pilot Certificate (USDOT)

## Summary

**Passionate, detail-oriented and award-winning communicator** looking to leverage 20+ years of experience producing quality video, still photography and written content, as well as social media optimization, to help others effectively and accurately tell their stories, connect with audiences and drive engagement.

## Experience

**UNIVERSITY OF SOUTH FLORIDA HEALTH COMMUNICATIONS AND MARKETING | [health.usf.edu](http://health.usf.edu)**

MULTIMEDIA JOURNALIST | 2019 to Current

**Produce, shoot and edit** Health Minutes, Research Matters and Grateful Patient videos for social media and organization websites that highlight expertise of faculty and staff, showcase new campus facilities and programs and provide easy-to-understand information on topics ranging from prenatal care to cancer treatment. Completed inclusive video documenting year-long response by USF Health to COVID-19 pandemic.

**Partner** with local media organizations to increase awareness of new USF Health building and academic projects, as well as arrange interviews with faculty subject matter experts for news stories.

**RESULTS:** established USF Health faculty as go-to sources for health and medical information; assisted in attracting potential students and fundraising.

**THE KANSAS CITY STAR | [kansascity.com](http://kansascity.com)**

VIDEOGRAPHER/EDITOR/PHOTOJOURNALIST | 2002 to 2018

**Planned and produced** several dozen projects incorporating video, photos and text, including those dealing with refugees, animal shelters, job training for at-risk mothers, Millennial-focused churches and the results of severe birth defects.

**Completed** assignments with limited supervision in difficult conditions, including war zones, natural disaster areas, World Series and the NFL playoffs.

**RESULTS:** increased web page views; received state and national recognition, including a 2018 Heart of America Gold Award.

**THE TALLAHASSEE DEMOCRAT | [tallahassee.com](http://tallahassee.com)**

PHOTOJOURNALIST | 1998 to 2002

**Captured** still images for online and print readers while meeting strict deadlines and expectations.

**Planned** overhaul of content delivery from print to online distribution.

**RESULTS:** increased audience engagement; received numerous