

# ALLIE OCHO CREATIVE CONTENT



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1162 Brookwood Dr. Green Bay WI 54304

## EDUCATION

2018-2022

### University of North Dakota

Major | Visual Arts | Graphic Design

Minor | Media Communication

Cumulative GPA | 3.7

## SKILLS

Social Media

Photoshop

Indesign

Lightroom

Premiere Pro

Photography

Microsoft Office

## PORTFOLIO

[allieochotorena.com](http://allieochotorena.com)

Password- Packerspass

## REFERENCES

**Elizabeth Lasse**

Green Bay Packers Designer

Contact | (920) 639-7996

**Amy Chandler**

UND Head Graphic Designer

Contact | (701) 330-4988

**Dave Geatz**

Former UPENN Head Tennis Coach

Contact | (607) 279-9670

## EXPERIENCE

### GREEN BAY PACKERS GRAPHIC DESIGN INTERN

Green Bay, WI | June 2022 - Present

- Developed creative for ads, social graphics, print collateral, packaging, logos, signage, web ads, and email
- Created video, photo and graphic content for @PackersEverywhere account including Twitter, Instagram & Instagram reels
- Developed marketing graphics for numerous entities under the Packers oversight including Lambeau Field, TitleTown, Packers Everywhere and 1919 Bar & Grill.
- Created multi-platform social content for: @packers/ @titletown/ @packerseverywhere
- Collaborated with departmental staff and other Club personnel through meetings, practices and game day events

### ATHLETIC DEPARTMENT GRAPHIC DESIGN/SOCIAL INTERN

University of North Dakota | 2021 - 2022

- Developed social media initiatives while gathering and posting content
- Designed UND Football T-Shirt graphics for marketing department promotions
- Created print materials including posters, flyers, signage and pocket schedules
- Designed halftime graphics and promotions while working with the corporate sponsors
- Created UND Football gifs for live game updates
- Set up and executed photo shoots of products and athletes
- Created a series for UND Women's Basketball recruiting including original artwork

### CONTENT CREATOR

Remote | 2019 - Present

- Working knowledge of all social media platforms and emerging technology
- Actively assisting and running various social media accounts while managing analytics
- Personally managing two TikTok accounts with over 100k cumulative followers
- Analyzing ever-changing social media trends, algorithms and interests

### WOMEN'S TENNIS TEAM CAPTAIN

University of North Dakota | 2020 - 2022

- Elected by teammates and coaches as team captain Junior and Senior year
- Lead, support and inspire teammates
- Ensure effective communication between coaches and team
- Serve as role model in competitive play

### STUDENT- ATHLETES FOR INCLUSION & DIVERSITY

University of North Dakota | 2019 - 2022

- Elected by faculty and staff to serve and advocate on diversity, equality and inclusion initiatives for the UND Athletic Department
- Design and execute promotional materials for the NCAA Diversity & Inclusion Campaign
- Create all graphics and promotional materials for the organization

### IMRECRUITABLE INTERN

Miami, Florida | May 2019 - August 2019

- Researched target audience and provided insight to potential partners
- Surveyed current consumers to improve our product
- Analyzed data to identify needs set goal for future sales