

ALLISON M. BUSCH

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Brooklyn, NY 11215

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EDUCATION

University of Nebraska–Lincoln

BJ: Advertising, International Studies
MA: Integrated Media Communications

Aug '07- May '11

Aug '11- Aug '13

EXPERIENCE

Wolff Olins New York

Program Manager

Program Coordinator

Program Management Intern

New York, NY

Sep '14 – Present

July '13 – Sep '14

Jan '12 – Aug '12

- Manage details and collaborate closely with experts in design, strategy, and production to help clients achieve their business and brand goals.

University of Nebraska - Lincoln

Adjunct Professor + Consultant

Graduate Assistant

New York, NY

May '13 – Present

Aug '11 – May '13

- Instructor for ADPR251: Intro to Advertising and Public Relations. Assist faculty in event planning, grant proposal research and writing, presentations, and as a teaching assistant. Accomplishments include helping to plan and execute a semi-permanent community public art project targeted towards anti-human trafficking, and managing classes of 100+ students.

Jacht Student Ad Agency

Student Chief Executive Officer

Account Executive

Lincoln, NE

Aug '12 – May '13

June '11 – Jan '12

- Manage a staff of 28 and oversee the account services, creative, social media, and public relations departments.

Allstate Lincoln Benefit Life

Marketing Assistant

Lincoln, NE

July '10 – Aug '11

- Contributed to ongoing campaigns and promotional activities, including market research and helping the department transition all materials into the new branding and visual identity style.