

Allyson Jones

Summary

Destination marketing expert with more than two decades of experience shamelessly and creatively promoting the people, places, organizations, events, activities and history of the South Carolina Lowcountry and Coastal Empire of Georgia, in print, by phone, online and in person. An avid traveler with an eye for detail and background in travel writing, social media, copywriting, sales and reservations.

Writing

Creation of marketing and promotional collateral, press releases, blog posts and social media updates, event calendars, online content and feature articles for visitor guides, private communities, non-profit organizations, public relations firms, real estate agents, lifestyle magazines, advertiser-driven publications and newspapers.

Editing & Proofreading

Skilled proofreader with demonstrated proficiency using *The Chicago Manual of Style*, *The Associated Press Stylebook* and house style guides. Competent in copyediting, content editing, line editing and proofreading of advertising copy, online content, feature articles, marketing collateral, screenplays and classified ads. Editorial calendar creation for assorted publications, websites and social media channels.

Computer & Internet Skills

Extensive experience using Microsoft Office software, including Word, Excel and PowerPoint, as well as Quick Books and Constant Contact. Data entry, database management and report creation. Blog writing and content creation using Joomla and WordPress, management of various social media channels utilizing SEO keywords, photography and manipulation of images/video to post online.

Experience

April 2016-Present

Editor

Island Communications

- Writing and/or editing all copy appearing in advertiser-driven vacation guides and lifestyle publications, including *Island Events* magazine, the *Official Guide to the Lowcountry*, *The Bluffton Breeze* and *Savannah Scene*.
- Editorial calendar creation and assignment of articles for contributing writers.
- Collecting, writing and posting event calendars and local information using WordPress on **HiltonHead.com**, **HiltonHeadIsland.com**, **Bluffton.com**, **Beaufort.com**, **Savannah.com** and **StSimonsIsland.com**.
- Editing and posting online content and monthly newsletters.

Oct 2013-April 2016

Director, Administration/Online Content

Lowcountry & Resort Islands Tourism Commission

- Online content creation and maintenance of **SouthCarolinaLowcountry.com** and accompanying social media channels, plus production and proofreading of advertising and marketing collateral, including the Lowcountry Guidebook and the biweekly newsletter.
- Special event creation and promotion, including the annual Battle of Pocotaligo Civil War Reenactment and Fill Santa's Sack—A Toys for Tots Event. Assisted visitors with vacation planning and purchases at Frampton Plantation Visitors Center in Point South.
- Banking, accounts receivable/payable, insurance benefits administration, brochure fulfillment, monthly inquiry report creation, Commission meeting minutes and providing general support to the Executive Director at this non-profit organization charged with promoting the four-county Lowcountry region.

June 2012-April 2016

Contributing Writer

Taste of Hilton Head magazine

- Feature articles on Hilton Head Island restaurants and nightlife.

Jan 2012-Oct 2013

Freelance Writer/Editor/Marketer

Public Relations Specialist

Denarius Group

- Writing and editing press releases, web copy, advertisements and social media management at a boutique

marketing/advertising/public relations agency on Hilton Head Island.

Real Estate Marketing Assistant

Steve Plowden, Dunes Marketing Group

- Blog writing, social media marketing, creating visual tours and other administrative duties.

Metadata Entry

BiblioLabs, LLC

- Uploading select publications into proprietary print-on-demand software.

Content Editor

Sky Publishers/Reputation.com

- Editing SEO-friendly online biographies, articles and blog posts for a California-based public relations firm.

Member, Editorial Review Board

The Development, Ltd.

- Editing, writing and promotion of a screenplay project.

Copywriter

Colleton River Plantation Club

- Creation of marketing collateral for a private gated community.

Volunteer, Event Committee

LoCo Motion/Carolina Cups

- Writing press releases, website copy and sponsorship package information for a non-profit organization.

Nov 1997-Jan 2012

Editor

Island Communications

- Writing and/or editing copy appearing in *Island Events* magazine and the *Official Guide to Hilton Head Island*; Contributing editor to *Savannah Scene* magazine. Collecting and posting event calendars using WordPress on **HiltonHead.com**, **HiltonHeadIsland.com**, **Bluffton.com**, **Beaufort.com**, **Savannah.com**, **StSimonsIsland.com** and **PanamaCityBeach.com** utilizing SEO keywords and tags.
- Writing and proofreading of company newsletters, radio advertisements, new hire press releases, rate cards and other promotional collateral.
- Editor of the former *Hilton Head-Bluffton Shopper* newspaper; assistant editor and contributing writer for *Lowcountry Lifestyles* magazine.
- Handled rack card distribution contracts and inquiries for all Lowcountry Information Center locations, maintained magazine subscription databases and various other administrative duties.

March 2005-March 2006

Freelance Writer

Savannah Morning News

- Previewed arts and cultural events for the weekly Diversions section.

March 1992-Nov 1997

Lodging Administrative Assistant

The Sea Pines Resort

- Worked with local, national and international travel agents to book more than \$400,000 in wholesale golf reservations each year.
- Booked individual lodging reservations with a variety of golf, tennis and honeymoon packages.
- Front of house department scheduling, lodging bank deposits and auditing of housekeeping invoices. Assisting the front desk, property management and PBX, as needed.

Education & Professional Development

- Marketing College Class of 2016 (TMP Certification) | Southeast Tourism Society | Dahlenega, GA
- SC Governor's Conference on Tourism & Travel (2014-2016)
- 1997 The Institute of Real Estate | Real Estate Fundamentals Unit 1 | Hilton Head Island, SC
- 1995-1996 Technical College of the Lowcountry | Paralegal Studies & Hospitality Management | Hilton Head Island, SC
- 1991 Boston University | Public Relations Internship at CNN International | Mass Communications Courses | London, England
- 1990 Villanova University | B.A., English | Villanova, PA