**ALLISON FLUKER**

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# EDUCATION

**UNIVERSITY OF HOUSTON, C. T. Bauer College of Business,** Houston, TX **May 2023**

Master of Business Administration

Certificate in Real Estate

**TEXAS STATE UNIVERSITY, School of Journalism and Mass Communication,** San Marcos, Texas **Dec. 2017**

Bachelor of Science in Mass Communications

Concentration in Digital Media Innovations

**UNIVERSITE RENNES 2,** Rennes, France **Summer 2015**

CEFR level B1 certificate in French language proficiency

# EXPERIENCE

**TIMEOUT SPORTS BARS & GRILL,** Houston, TX **2018-Present**

**Operations Manager (2019-Present)**

* Promoted from Business Development after less than one year in a track that typically takes three years.
* Manage and direct a full bar and kitchen staff and deal first-hand with all customer service situations.
* Plan and execute special events. Handling situations with 450+ people.
* Prospecting and canvassing local businesses and organizations creating and excecuting marketing and PR campaigns.
* Led implementation of software to track invoices and reciepes to manage food costing and inventory, which led to lowering overall costs.
* Created solutions in sales reporting, distribution, and marketing that led to system and company improvements, as well as streamlined processes business wide.

**Communications Director (2018-2019)**

* Impemented social media strategies across social platforms to brand and promote events and menu changes.
* Designed and created their current website design and content.
* Responsible for all restaurant photography, graphic design, social media, marketing, and menu design.
* Developed updated comprehensive communications plan and developed a marketing calander for all events.

# TEXAS PARKS AND WILDLIFE, Bastrop, TX Jan.-May 2017

**Student Content Creator**

* Created social video and photo content for Facebook, Snapchat, Instagram, and Youtube to highlight Bastrop State Park as a part of a Mobile Storytelling in the Park course.
* Worked with TPWD personnel to determine content strategy to attract more young people to visit state parks.

**TEXAS STATE GLOBAL NEWS TEAM,** Managua, Nicaragua **Jan.-March 2017**

**Journalist**

* Embedded for 11 days with a health professions team in Nicaragua. Wrote articles documenting their efforts. Contributed to the team’s social media channels, which had an average daily reach of 1,368.

# ADDITIONAL

Volunteer at BigA\*\* CrawFish Bash Foundation every year to raise donations for Camp Hope in support of Veterans

Conversationally fluent in French

Cox Media Day in the Life at Austin American Statesman

* 1st place in competition for ‘Design Thinking/Product Management’ (2017)

Texas Restaurant Association (2018- present)

Twitch Affiliate Streamer (2019- present)

* Video game content creator on a streaming platform