

Allison (Ali) Mashburn

Photographer and Digital Producer

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Enthusiastic, determined worker looking for a full-time job after graduating from Colorado State University with a Bachelor of Arts in Journalism and Media Communication. Has worked as a photographer for nine years, as well as managed social media across multiple platforms, gaining experience in content creation, copywriting, video editing, and digital marketing campaigns.

Professional Experience

100 Elk Outdoor Center, Buena Vista, CO – *Social Media Manager* Nov. 2023 - Present

- Create and publish 3-4 weekly posts for Instagram and Facebook, including reels, stories, informational posts, and interactive elements like trivia and this-or-that posts.
- Collaborate with 100 Elk Directors to build awareness for Colorado Gives Day (2023–2025), exceeding donation goals of \$10,000 each year.
- Respond to and engage with followers in a timely manner.

Various Clients – *Freelance Photographer* Aug. 2017 - Present

- Conduct photo shoots of high school seniors and family portraits, weddings, and events.
- Photograph, edit, and distribute photos to employers promptly.

Adventure Unlimited, Buena Vista, CO – *Digital Producer* May 2025 - Jan. 2026

- Responsible for video and social media delivery.
- Conceived, developed, and produced compelling and accurate video and social media content to support constituent/donor cultivation.
- Led content production for Giving Tuesday social media campaign across Instagram and Facebook, reaching 6,500+ users and generating 11,000+ video views.
- Attended programs to shoot video for donor stewardship and social media messaging.

A/U Ranches, Buena Vista, CO – *Photographer* Summers 2019 - 2023

- Photographed various activities such as rafting, horseback riding, climbing, and mountain biking.
- Head Photographer in the summers of 2020-2023, training new hires and Photo Interns.
- Uploaded 80+ photos of participants to the camp website daily. Photos used for marketing purposes.
- Created photo/video slideshows at the end of each two-week session.
- Recipient of the 2022 Marianne Andrews Award for Selfless Service.

Skills

- **Communication Tools:** Hootsuite, Wrike, Canva, Metricool
- **Software:** Adobe Lightroom, Photoshop, Premiere, After Effects, Capcut, Davinci Resolve 19, Canon
- **Social Media:** Instagram, Facebook, YouTube, Vimeo – analytics & content scheduling
- **Technical Skills:** photography, photo/video editing, copywriting, AP style
- **Soft Skills:** time management, organization, social perceptiveness, kindness in stressful situations

Education

B.A. Journalism & Media Communication – *Colorado State University* May 2026

Dean's List (2024-2026)