

ALLISON HINRICHS

Greater Minneapolis-St. Paul Area
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SUMMARY

Editorial content strategist and multimedia storyteller with experience across fashion retail, travel media, education communications, and independent cultural publishing. Skilled in developing brand narratives, campaign concepts, short-form video, editorial writing, visual direction, SEO content, and platform-aware digital strategy. Brings a strong point of view in roles connecting editorial taste, cultural context, visual identity, and audience engagement.

KEY SKILLS

- Social Media & Content Strategy
 - Brand Storytelling (TikTok, Instagram, Facebook, Pinterest, LinkedIn)
 - Short-Form Video
 - Email/SMS Marketing (Omnisend)
 - Editorial Writing & SEO
 - Website Merchandising (Shopify, Wix, Tik-Tok Shop)
 - Campaign Planning
 - Visual Research
 - Audience Engagement & Performance Tracking
 - **Tools:** Adobe Creative Cloud, Canva, Shopify, Omnisend, Meta Business Suite, Hootsuite, Tailwind, Salesforce, Microsoft Suite
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EXPERIENCE

Editorial Content & Brand Campaigns – Panache Apparel Co.
Minnetonka, MN / January 2026 – May 2026

- Developed cross-platform content strategy across Instagram, TikTok, Facebook, Pinterest, email, SMS, and retail website channels.
- Created website graphics, product launch banners, blog content, and merchandising updates to support product visibility and sales campaigns.
- Managed social media planning, daily stories, product tagging, highlights, community engagement, and performance tracking.

Gray Area — Founder & Editorial Strategist

Remote / May 2023 – Present

- Develop and publish longform editorial essays exploring culture, identity, media, history, and public memory through research-driven multimedia storytelling.
- Create visual identity systems, editorial layouts, social content, and platform-specific assets supporting a cohesive independent publication brand.
- Manage publication development across Substack, TikTok, and visual storytelling platforms, including branding, audience positioning, and content direction

Content Editor & Social Media Campaign Lead – Jetset Times

Remote / March 2021 – March 2022

- Developed TikTok strategy and grew the account from 100 to 1,000+ followers in under nine months.

- Created culturally relevant short-form content blending education, entertainment, travel, and editorial storytelling.
- Edited longform articles, supported contributor relationships, and optimized content for digital publication and social sharing.

Undergraduate Enrollment Specialist - Collegis Education

Remote / January 2025 – Present

- Manage outbound and inbound communications using CX1 softphone, Salesforce, and Microsoft tools to maintain relationships with prospective students.
- Translate institutional messaging into clear, engaging communications that build trust and drive conversions.
- Collaborate with internal teams to streamline messaging and improve brand alignment.

Digital Engagement & Campaign Communications Fellow - Angie Craig for Congress
Minnesota / Fall 2024

- Supported digital engagement and campaign communications during the 2024 election cycle through social-first messaging, event coverage, and multimedia content creation.
- Assisted with rapid-response messaging and platform-specific content supporting voter engagement and campaign visibility.
- Managed CMS uploads and article formatting for readability and reach.

Staff Writer / Copy Editor - The Spectator, UW–Eau Claire

Eau Claire, WI / September 2020 – May 2023

- Wrote and edited editorial content for both print and digital publication, adjusting tone to match voice guidelines.
- Collaborated on social media initiatives tied to feature stories and campus campaigns.
- Contributed to audience-facing communications by adapting campaign messaging across digital and community outreach channels.

EDUCATION

Bachelor of Arts, Journalism | Minor: Multimedia Communication

University of Wisconsin–Eau Claire

2019 – 2023

Study Abroad, Czech Language and Literature

Charles University, Prague

Fall 2022

PORTFOLIO HIGHLIGHTS

- Independent founder and creative lead behind [Gray Area](#), a multimedia editorial publication combining longform essays, visual systems, and cultural analysis.
- Developed culturally driven short-form storytelling campaigns generating 33.5k+ views and 13k+ engagements.
- Created branding, visual identity, and multimedia campaign systems across fashion, editorial, and digital media environments.