



Resumé

Allison T. Travis

Experience

Account Executive

Database Administrator

Custom Management Group, LLC, November 2000 to present

Responsibilities have included general association management; conference administration and development (including site research and selection, contract negotiation, audio/visual, food/beverage, exhibit management, registration, attendee resources, promotional materials, vendor outsourcing, on-site supervision, interaction with planning committees, presenters and volunteers and development of online abstract submittal systems); Society website design and maintenance; layout, scheduling and production of Society publications and promotional materials (annual meeting program, registration brochure, preliminary flyers, annual membership directory, quarterly newsletters, membership brochure, special bulletins and marketing advertisements); Society membership database design and implementation; data integrity review and process manager; advertising management and promotion for Society publications; and daily communication with members, Officers, Directors, Committee Chairs and the industry at large.

Senior Editor; May 1998 to November 2000

Standard and Poor's

Supervised production of the *Money Market Directory of Tax-Exempt Organizations*. Services included oversight and training of 10 to 12 employees in conducting telephone interviews, editing incoming questionnaires and interpreting financial information from non-profit organizations; developing and maintaining schedule for database entry and *Directory* production; non-profit organization merger and acquisition research; *Directory* design and content management; review and approval of completed research and documentation of all employees on assignment; and proofreading final bluelines.

Education

University of Virginia, B.A., English; 1998

Computer Skills

Proficient with Microsoft Office 2007 Professional including Word, Excel, Access, Powerpoint, and Publisher; Frontpage 2003; Filemaker Server 7.0, Filemaker Pro 7.0; Adobe Creative Suite CS4 including Adobe Acrobat Professional, Adobe ImageReady, Adobe Illustrator, Adobe InDesign, Adobe Pagemaker; Adobe Photoshop, Macromedia Freehand, Macromedia Fireworks MX, and Macromedia Dreamweaver; SQL Express 2003; Crystal Reports 9.0; iMIS¹⁵; Ektron Content Management; Informz; and E-campaign

Professional Training

National iMIS Users Group (NiUG)

NiUG Annual Conference, February 2010

American Society of Association Executives (ASAE)

ASAE Annual Conference, August 2004

CMP Certification Preparatory Course, August 2004

Hotel Operations Program, March 2002

International Association of Convention and Visitor Bureaus (IACVB)

Meetings' Legal Issues in Extraordinary Times: A Post-September 11 Look at the Issues,
February 2002

Evolving Event Marketing: Reaching Your Audience in 2002 and Beyond, February 2002

Meeting Professionals International (MPI)

Technology Meets the Law, January 2007

Multi-Tasking for the Organizationally Challenged, March 2003

Law of Negotiating Contracts, November 2002

Destinations Showcase

February 2001

Adobe Pagemaker 7

March 2002

Electronic File Preparation/Preflight

May 2002

Adobe Photoshop 6

June 2002

Microsoft Frontpage 2000

Intermediate Level, November 2001

Professional Affiliations

Member, National iMIS Users Group (NiUG, February 2009 to present

Member, Meeting Professionals International (MPI); November 2000 to present

Member, American Society of Association Executives (ASAE); January 2002 to present