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Innovative. Passionate. Proven. Communications expert Allison Johnson Fouché has helped to shape the political landscape in Memphis through strategic marketing, adaptive planning, and the creation of effective messaging that resonates with constituents. A civil servant backed by 20 years of experience, Fouché has worked alongside four City of Memphis Mayors and has developed a reputation as a “straight shooter” who specializes in solutions. Her hard work, relentless dedication, and sound decision making have enabled her to climb the ranks to her current position as City of Memphis Marketing Manager. In this critical role, Fouché is tasked with branding City Government, which consists of the Mayor’s Office, the Office of Business Diversity & Compliance, Police Services, Fire Services, Human Resources, the Parks & Neighborhoods Division and Memphis Public Libraries (18 locations), to name a few. Humanizing government is her goal, as she oversees and works with her team of marketing professionals to raise the standard for promotional material and positively impact citizens’ ideas about government.

Allison Fouché knows the secrets to marketing in the 21st century and understands the complexities of establishing and maintaining a brand in government and the corporate sector. Prior to her current position, she worked as Strategic Marketing Coordinator for Memphis Light, Gas, and Water (MLGW), where she won the American Public Gas Association Marketing and Sales Award for the company’s CNG Strategic Plan and wrote the winning proposal for the Governor’s Environmental Stewardship Award for Clean Air. Fouché has also worked as Marketing Consultant for AmeriSpec Home Inspection Services (A member of the ServiceMaster family of brands), Community Affairs Manager for the City of Memphis, Communications Coordinator for The National Civil Rights Museum, Marketing Manager for Southland Mall, and Internal Communications Manager for Chicago Public Schools, among others.

Fouché’s career is built upon years of specialized training in the classroom, as she excelled on the academic stage as well. Her Master of Science Degree in Integrated Marketing Communications (Magna Cum Laude) from West Virginia University and Bachelor of Science Degree in Mass Communications (Cum Laude) from Middle Tennessee State University have equipped her with the skills needed to adapt to the ever-changing world of marketing and communications, while consistently producing masterful results.

Fouché’s community involvement beyond the workplace also illustrates her commitment to civil service. As a board member for Hattiloo Theatre, a performing arts theatre in Memphis, Fouché helps to heighten awareness of African-American playwrights, actors, and musicians who are seeking opportunities for advancement and exposure.

Allison is married to William Fouché and mothers three children – Will, Jr., 17; Alexis, 7; and Alana, 3. Together, they live in Downtown Memphis. (*fictitious*)