**ALI BARNARD**

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# **EDUCATION**

Syracuse University S.I. Newhouse School of Public Communications | Bachelor of Science in Strategic Advertising & Marketing  **May 2025**

# **WORK EXPERIENCE**

**AAF NSAC Competition** | Syracuse, NY **November 2024 – May 2025**

*National Student Advertising Competition*

**Strategic Team Member**

Collaborated with a team of 13 advertising students selected through applications and professor recommendations to compete in the National Student Advertising Competition (NSAC) at Newhouse • Worked on a capstone project for a prominent global brand, developing a comprehensive advertising, marketing, and media campaign • Gained real-world experience by creating strategic solutions and presenting deliverables in a competitive environment • Refined advertising, strategic thinking, and client management skills through hands-on collaboration and mentorship while meeting rigorous deadlines.

**VML** | Chicago, IL **June 2024 – August 2024**

*A WPP-owned full-service advertising agency company*

**Client-Engagement Intern**

Collaborated with the Client Engagement team at VML Chicago to support Abbott’s FreeStyle Libre account, contributing to creative and strategy projects, legal and medical review processes, and VO recording sessions • Oversaw over 55 deliverables, tracked production assets, and ensured deadlines for ad spots across US and global markets were met • Led the final intern presentation for ADT Home Security, "The Safest Thrill," in collaboration with peers and team leadership • Engaged with Chicago leadership and mentors, gaining insights into advertising strategies and client management while refining advertising skills through hands-on experience.

**HOME PARTNERS OF AMERICA** | Chicago, IL **May 2023 – June 2024**

*A Blackstone-owned BREIT company*

**Communications Intern**

Collaborates closely with the Senior Leadership Team (SLT) to proactively drive media engagement initiatives and provide critical support to enhance departmental strategies and overall operational effectiveness • Successfully established a weekly newsletter featuring media-highlighted articles, exclusively distributed to the SLT • Oversaw the management of a biweekly company-wide newsletter • Led a team of 15 employees as the Project Manager in the comprehensive update and rewriting of listings within the Atlanta and Houston markets • Pioneered the creation and ownership of a company-wide social media module • Conducted in-depth competitor analysis across eight categories and developed user-friendly slide decks for at-a-glance consumption • Spearheaded an executive visibility campaign to revamp SLT LinkedIn profiles and public social media accounts.

**IDEAL PROPERTY GROUP** | Chicago, IL **August 2023 -- Present**

*Property Management Group*

**Marketing Director**

Spearheads and oversees marketing strategies for a varied real estate property portfolio, with a primary focus on maximizing occupancy rates and elevating property valuations • Maintain vigilant market surveillance and continually refine marketing approaches to ensure sustained competitiveness and prosperity within the marketplace. • Manage all resident reports from 4 company properties.

**DELTA GAMMA FRATERNITY** | Syracuse University | Syracuse, NY **August 2022 -- Present**

*An international women’s fraternity*

**President**

Directed and oversaw a diverse leadership team of 76 professionals, consisting of the Chapter Management Team (CMT) with 9 members, the Joint Chapter Management Team (JCMT) comprising 55 members, and the Nominating Committee (Nom Com) with 12 members • Supervised the Director of Committees and collaborated with a team of 15 committee members • Acted as the presiding officer for key governing bodies, including the Honor Board, the Evaluating Committee (EVC), and the House Corporation Board, overseeing a total of 3 meetings weekly • Manage 268 members, holds weekly meetings for Chapter, Honor Board, CMT, and JCMT, an active member of the Greek Council, and oversees budgeting, planning, and implementing all events and activities.

**Director of Chapter History**

Plan and implement all formal, informal, and new member ceremonies, and educate the chapter about the value and meaning of Fraternity traditions. • Holds 2 formal chapters per semester • Involved in the education of 67 new members • Ran 1 meeting monthly.

**Art & Graphics Director**

Creates all graphics and banners hung on the site or posted on Delta Gamma Rho’s social media channels including Instagram, TikTok, Flare, and GroupMe • Developed a total of 14 graphics and 12 banners within the year.

**MAIN SQUEEZE** | Syracuse University | Syracuse, NY **September 2022 – May 2023**

*The premier acapella group at Syracuse University*

**Public Relations Director**

Selected as Public Relations Director of Syracuse University’s premier acapella group, Main Squeeze. • Manage the group’s image, outreach, performance promotion, and business response • Sent biweekly outreach emails • Developed member spotlight reel • Designed and posted a total of 32 graphics posted on Instagram and Facebook • Ran TikTok Account and all Livestreams

# **SKILLS & PLATFORMS**

Adobe Illustrator, InDesign, Lightroom, Photoshop, Premier, XD | Air Table | Asana | AWS | Canva | Commspoint | EMarketer | Excel Certification | GWI Insights | Google Ads Certification | Google Measurement Certification | Google NMI | Meltwater | Microsoft OneNote, Outlook, PowerPoint, Teams, Word | MRI Simmons | Slido | Zoom