

# ALLYSON HIERING

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212 Grandview Drive  
Branchburg, NJ 08853

## EDUCATION

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### **The Pennsylvania State University**

Bachelor of Arts in Advertising  
Smeal College Business Fundamentals Certificate

**Expected Graduation: May 2020**

GPA: 3.50

## INTERN EXPERIENCE

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### **Bausch Health Companies Inc., Bridgewater NJ**

**June 2019-August 2019**

*Payer Marketing Intern- Market Access & Commercial Operations*

- Created a tool to guide appropriate use of payer names based on established business rules from payer contracts, which allowed effective pull-through promotion while maintaining compliance
- Enhanced the efficiency of the Promotional Review process by developing an SOP for the review Payer Marketing materials based on multiple stakeholders within Market Access
- Updated more than fifty reports that are used for disease state awareness in hepatic encephalopathy, an orphan disease that is a complication of Cirrhosis, to enable more effective communications with payers
- Demonstrated ability to learn and retain technical disease state information by achieving Initial Sales Training testing requirements and completing live new hire sales training class for Xifaxan, a blockbuster product for IBS-D and HE
- Gained an understanding of the skillsets and capabilities needed to be an effective sales representative by participating in multiple field-based interactions between representatives and HCPs across various disease states and numerous BUs
- Developed and presented brand positioning statement for a launch product as part of the 2019 Cross-Functional Brand Planning meeting

### **Bausch Health Companies Inc., Bridgewater NJ**

**June 2018-August 2018**

*Brand Marketing Intern- Daily Disposable Franchise*

- Created a yearlong marketing plan for the company's recycling program, ONE by ONE, which contributed to the team's 2019 Brand Planning
- Led a cross functional meeting with Eye Care Professionals to obtain feedback and insights on a marketing campaign
- Actively participated and contributed to the development of new promotional campaigns and marketing strategies by providing input and feedback, such as the new campaign for Biotrue ONEday contact lenses
- Gained experience with digital marketing by working closely with partner agencies on the creation of social media assets to activate consumer demand for B+L Biotrue ONEday contact lenses

## WORK EXPERIENCE

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### **Bath & Body Works, South Plainfield NJ**

**December 2017-April 2019**

*Sales Associate*

- Outpaced daily sales goals by applying expert knowledge to make product recommendations based on customer requests
- Managed floor-sets, marketing displays, and signage to optimize foot traffic and selling opportunities to exceed sales expectations per quarter

### **Rita's Italian Ice, Somerville NJ**

**April 2013-August 2017**

*Store Manager, Sales Associate*

- Onboarded and trained new hires to ensure corporate initiatives and policies were executed upon within a prescribed time frame
- Oversaw store inventory, balanced cash drawers, and conducted daily operations

## LEADERSHIP & ACTIVITIES

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### **Kappa Kappa Gamma, Delta Alpha Chapter**

**September 2016-Present**

### **Penn State American Marketing Association (PSAMA)**

**September 2017-May 2018**

*Event Coordinator for PSAMA Fashion Show*

### **Penn State Dance Marathon (THON)**

**September 2016-February 2018**

*Rules & Regulations Committee Member*

References provided upon request