

# ALYSSA SCHIAFFINO

504.417.5317 | Alyssa.Schiaffino@selu.edu | linkedin.com/in/alyssa-schiaffino

To see my experience/skills in action, please view [my online portfolio](#).

## EDUCATION:

**Strategic Communication M.A.** Student. GPA: **4.0**  
Southeastern Louisiana University, Hammond, LA

**Public Relations and Advertising B.A.** GPA: **4.0**  
Social Media Content and Strategy Minor

## EXPERIENCE:

**Marketing Associate**, Aug 2024 – Present  
*Freret Napoleon Marketing Agency, New Orleans, LA*

- Manage multiple client accounts at once
- Research and execute PR outreach
- Supply professional images for clients monthly
- Create and post social media content
- Coordinate influencer collaborations
- Communicate with clients, media outlets, influencers, etc. to ensure client satisfaction with services

**Photographer/Business Owner**, Dec 2023 – Present  
*Creative Concepts by Alyssa Schiaffino LLC*

- Provide photography clients with seamless communication, session experience and gallery delivery
- Edit images using Adobe Lightroom
- Build and update website
- Developed and sent promo emails for a marketing client
- Assisted with a client's brand development and strategy

**Marketing Strategist**, Aug 2023 – July 2024  
*Communication and Media Studies Department, SLU*

- Managed all social media platforms
- Engaged students - **increased IG followers by 35%**
- Implemented new brand strategy and brand guide
- Designed social content, graphics, emails and flyers
- Planned and executed events

**Marketing Intern**, Jan 2022 – Dec 2022  
*Channel Control Merchants LLC., Hattiesburg, MS*

- Created video content that helped increase TikTok followers from **4.5k to 22k**
- Produced Instagram Reel content with the brand's highest viewership at the time, at **49.7k views**
- Planned a brand awareness campaign and contributed ideas for events

## SKILLS:

**Creativity**- content creation, branding, campaign planning, graphics, artwork

**Writing**- press releases, feature stories, online writing, brand messaging, email marketing (MailChimp, Campaign Monitor)

**Social media**- Instagram, TikTok, LinkedIn, short-form video, ads

**Photography**- Portrait and food photography, Lightroom

**Design**- Marketing flyers, signs, social media ads, websites (Wix, Canva, some Adobe)

**Leadership skills**- Social Media Team Manager, Senior Intern - planning, organizing, facilitating group ideas

## HONORS/POSITIONS:

**Top PR Student**, USM School of Media and Communication, **April 2023**

**Staci Cochran Davis Memorial Scholarship**, USM School of Media and Communication, **April 2022**

**Pine Belt PRAM William E. "Bud" Kirkpatrick Scholarship**, Pine Belt Public Relations Association of Mississippi, **February 2022**

**PR and Advertising Rising Star**, USM School of Media and Communication, **April 2022**

**Academic Excellence Full Tuition Scholarship**  
The University of Southern Mississippi, **2020-2023**

**Valedictorian Scholarship**, The University of Southern Mississippi, **2020**