

# ALYSSA SCHIAFFINO

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*\*Seeking a full-time position post-graduation, Fall 2024*

## EDUCATION:

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

**Public Relations and Advertising B.A.**

Social Media Content & Strategy Minor, USM, Hattiesburg, MS

## EXPERIENCE:

**Marketing Graduate Assistant**, August 2023 – Present  
*Communication and Media Studies Department, SLU*

- Update and implement new social media strategy, **grew following by 39%** in first seven months
- Manage all social media platforms
- Create and design content and graphics
- Capture and edit photos
- Build, design and schedule department newsletter
- Lead team and delegate group roles

**Communication/Branding Coordinator**, Dec 2023 – Present  
*The Creative Studio in Downtown Hammond, LA*

- Strategize and execute new branding for the studio and Kali Norton's photography brand
- Curate and post social media content
- Draft and send newsletters/promo emails to clients

**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, **49.7k views**, and TikTok videos reaching **500k and 1.3m views**
- Worked closely with a team to understand promotion on the corporate level

**Winter Intern**, Dec 2022 – Jan 2023

*Freret Napoleon Marketing, New Orleans, LA*

- Researched, compiled and organized spreadsheet lists of local influencers by category and all local festivals
- Curated Instagram Reel and story content for clients

**Nano-Influencer**, June 2017 – Dec 2020

*@followthefoodnola, Instagram*

- Endorsed products
- Promoted and judged the National Fried Chicken and Beignet Fests
- Generated content from events for brands like Main Squeeze, Kodiak Cakes, St. RochMarket and Reginelli's Pizzeria

## HONORS/POSITIONS:

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

**Professional Development Officer**, Public Relations Student Society of America USM Chapter, **Fall 2022**

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

**PR and Advertising Rising Star**, 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**

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

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

## SKILLS:

**Creativity-** copywriting, content creation, brand messaging, campaign planning, graphics

**Writing-** press releases and feature stories for class, social media captions and comments, brand messaging, email marketing/newsletters

**Social media-** Instagram, TikTok, product photos, video, stories

**Leadership skills-** TikTok group leader for class, senior intern and GA, planning, organizing, facilitating group ideas

*\*Account still exists for reference but inactive since undergrad at The University of Southern Mississippi*