

ALYSSA SCHIAFFINO

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Seeking a job in strategic communication or related field post-graduation, Fall 2024

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:

Brand Strategist, Dec 2023 – Present

Kali Norton Photography and The Creative Studio

- Build and implement re-brand strategy for both brands
- Create social media content
- Send promo emails - segmented email audience
- Strategize and edit website content and design

Marketing Strategist, Aug 2023 – Present

Communication and Media Studies Department, SLU

- Manage all social media platforms
- Engage students - have **increased followers by 35%**
- Design social content and graphics
- Plan events

Photographer/Small Business Owner, Mar 2023 – Present

Creative Concepts by Alyssa Schiaffino LLC

- Provide clients with professional/seamless communication, session experience and gallery delivery
- Build and update website
- Edit images using Adobe Lightroom

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

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

Photography- Portrait 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**