

ALYSSA ANDERSON

WRITER, DESIGNER, CONTENT SPECIALIST

CONTACT

-  +1 (401) 573-3448
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-  alyssakatlyn.com
-  Providence, RI, USA

EDUCATION, AWARDS AND ACHIEVEMENTS

Bachelor of Arts, Mass Media Communication, Minor in English Rhetoric and Writing - Rhode Island College, *Cum Laude*

- Three-time Dean's List honoree
- Member of Lambda Pi Eta – The National Communications Honors Society – Officer
- Member of The National Society of Leadership and Success
- Content Creator and Social Media Director of Rhode Island College's branch of Odyssey Online Community

LANGUAGES

English	◆◆◆◆◆
Spanish	◆◆◆◆◆
Portuguese	◆◆◆◆◆

PROFILE

Exceptional leader, writer, graphic designer, editor, content creator and brand manager. A strong passion for storytelling through visual design, copywriting, creating and editing both visual and written content, website design and more. Striving to make media both purposeful and beautiful. Thoughtful, hard-working and determined. Technically intelligent and trend-savvy with outstanding relationship building, training and verbal presentation skills. Quick-witted problem solver and excellent multitasker. Personable, friendly and service-oriented. Easily and quickly picks up skills of all types. See collected works at alyssakatlyn.com.

WORK EXPERIENCE

Senior Associate, Graphics and Product Marketing

Arrowstreet Capital September 2022 - Present

- Achieved broad branding standardizations and implemented many improvements, including a complete overhaul of marketing materials to employ uniformity and create a brand identity
- Curated and cultivated new marketing materials by working with Subject Matter Experts in investment, research, compliance and more in order to translate complex financial processes and ideas into easily-digestible visuals
- Lead projects involving many teams across firm to improve processes regarding look and feel of all visual materials
- Functioned as an individual contributor and project manager
- Trained interns and co-ops on internal procedures and policies
- Assisted all teams and employees of firm to ensure brand cohesion
- Volunteered on Multi-Cultural Events Committee to serve as editor for all presentations, as well as event photographer
- Designed customized, visually appealing and effective marketing materials, including pitch decks, reports, and presentations for high-profile clients
- Created and maintained a library of design assets, templates, and graphics for reuse across various projects
- Worked closely with cross-functional teams to understand design requirements and deliver high-quality, on-time solutions
- Managed yearly, quarterly, monthly and ad-hoc deliverables seamlessly
- Successfully managed and improved internal SharePoint website

Social Media Communications Coordinator

FBinsure February 2022 - August 2022

- Led organization-wide social media content strategy and implementation, including weekly blog posts relevant to industry and clientele
- Wrote and moderated website copy and content
- Created interesting and informative graphics and content based on branding
- Utilized email marketing tools such as Constant Contact, and managed and distributed several monthly newsletters
- Managed cohesive, on-brand, and engaging posting across social media channels such as Facebook, Twitter, Instagram, YouTube and LinkedIn
- Created engaging multimedia content for social posts, including videos
- Created and optimized posting schedule and publishing calendar using social media marketing tools
- Reported on results of social media strategies using relevant analytical tools to share content performance
- Monitored and integrated trends in social media tools, applications and strategies
- Maintained authentic connection with users through social listening, client and lead cultivation, communication with followers and responses to queries or customer reviews

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EXPERTISE

- Strong verbal communication
- Team leadership, organization and management
- Brand cultivation and management
- Content curation
- Project oversight, coordination and management
- Research
- Story development
- Editorial collaboration
- Writing and editing
- Fact checking
- Proofreading
- Copy writing and editing
- Proficiency in entire Microsoft Office suite and Mac OS, as well as CRM software such as Hubspot and Constant Contact and workflow solutions such as JIRA
- Proficiency with all social media platforms
- Proficiency with entire Adobe Creative Suite and Final Cut Pro X
- DSLR camera operation, sound capture and recording equipment, and lighting equipment and drone equipment
- Marketing automation
- Experience in Financial Services Industry

WORK EXPERIENCE

Newscast Producer

ABC 6 News Providence October 2021 - February 2022

- Headed a team of 10+ individuals including reporters, editors, anchors, reporters, assignment desk editors and more
- Wrote and edited all on-air scripts
- Maintained working knowledge of current events, community issues and local contacts through careful research
- Coordinated news, sports and weather segments and determined segment length
- Recommended and produced special segments on breaking news and events
- Searched wire services, network feeds and websites to find relevant material for newscasts
- Turned breaking news stories into written pieces for immediate broadcast
- Selected and edited graphics and special video effects
- Enforced time limits to reporters and anchors on-air
- Troubleshoot and resolved production issues to execute smooth, streamlined programs, often by collaborating with reporters and directors
- Kept productions in compliance with network and legal requirements.
- Arranged permissions for on-location activities and licensure for supporting content

Podcast Booking Agent and Client Care Specialist

Interview Connections

March 2020 - October 2021

- Personally represented between 15 - 20 clients at a time, maintaining professional working relationships with all current and former clients, as well as podcast hosts
- Wrote pitches for each client, sent via email and social media and customized for each podcast host
- Researched dozens of new podcasts daily, all meeting certain criteria in order to match them with clients
- Matched clients with podcasts that best reflected the audience they wished to speak to and the topics they cultivated expertise in
- Collaborated closely with a team to ensure each member met KPI numbers
- Led client discovery process, meeting with each client to gain comprehension of their business, previous marketing strategies, and personalities
- Ensured contract renewals by providing white-glove customer service to all clients
- Increased company sales by exemplifying excellent customer service to all customers, who then referred friends and business contacts
- Led client meetings to problem solve and create strategies to leverage podcast appearances

Contributing Writer

Rhode Island Monthly, Newport Life, Providence Media May 2019 - December 2020

- Worked closely with Editor in Chief to update existing and create new calendars and listings
- Wrote, edited and researched stories distributed across many publications
- Cultivated relationships with local business owners and companies to be steps ahead of coming events
- Responsible for intensive fact checking, including but not limited to personal phone calls and in-depth research, both current and archival
- Met deadlines on time and within word count