# Alyssa Palfey

Portfolio: palfeya.wixsite.com/portfolio

## CONTACT

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## EDUCATION

**PENNSYLVANIA STATE UNIVERSITY**
MAY 2018          GPA: 3.67
Bachelor of Arts in Public Relations
& Broadcast Journalism
Minor in Business

## SKILLS

Adobe Premiere
InDesign
Photoshop
Avid Media Composer
Brandcast
ENPS News Production System
Hootsuite certified
Sprout Social
Constant Contact
MailChimp
Smartsheet
Sitecore
InterAction
Insightly
Google Analytics
Microsoft Office
Vuture
WordPress
Wix

## ACHIEVEMENTS

Penn State Smeal College of
Business Certificate
Dean's List 7/8 semesters
Philanthropy Scholarship Recipient
Academic Scholarship Recipient

## MARKETING EXPERIENCE

### DIGITAL MARKETING ASSISTANT
**Ballard Spahr LLP** | Philadelphia, PA | Present
- Format and manage the sending of all the firm's external electronic communications including legal alerts and client event invitations and ensure they meet their send by deadline
- Use Sitecore, the firm's CMS system, to post communication-related content to the firm's website and update attorney bios
- Apply search filters to our CRM, InterAction, to pull together lists and ensure all emails are sent to the correct contacts
- Assist with each legal department's email analytics including open rate, click-through rate and top clients who engage with marketing materials
- Edit the firm's Consumer Finance Monitor podcast that posts to all podcast streaming platforms every week

### ACCOUNT COORDINATOR
**Tag Strategies** | Philadelphia, PA | Dec 2018-June 2019
- Provide weekly marketing campaign metrics for a $10+ million company
- Ensure continued progress of client workflow including miscellaneous tasks such as collecting data/results, emails, shipping, etc.
- Maintain our 5 main client files including client correspondence, approvals, digital assets, competitive and industry trends while ensuring all projects proceed according to deadline and budget

### TALENT ACQUISITION MARKETING INTERN
**Sheetz** | Claysburg, PA | June-Dec 2018
- Developed content and managed @SheetzJobs Twitter, Instagram and company LinkedIn page
- Assisted with implementing the Talent Acquisition recruitment strategy for Sheetz which included digital marketing by highlighting company culture and career opportunities
- Oversaw the company's Indeed and Glassdoor websites and responded to employee reviews timely and accordingly

### REPORTER & PRODUCER
**Centre County Report (WPSU-TV)** | University Park, PA | 2018
- Produced an 18-person student-run 30-minute newscast that aired in 29 PA counties
- Shot, edited, wrote and voiced multiple stories such as Skellar's Final Call, School Safety Measures and Spring Break Charity

### STUDENT STAFF WRITER
**GoPSUsports.com** | University Park, PA | 2016-18
- Lead reporter for the Penn State track & field and cross country teams and wrote over 50 feature and event recap stories on two-hour post event deadline

### RADIO INTERN
**B94.5 All The Hits** | State College, PA | Summer 2016
- Performed on-air segments about various news and music trends for the morning show
- Organized and covered community events of 1,000+ people as the face of B94.5 as a form of outreach and promotion

## CAMPUS INVOLVEMENT

### PEER MENTOR
**College of Communications** | University Park, PA | 2017-18
- Mentored over 20 freshman by providing academic advice and encouraging campus involvement

### INDEPENDENT STUDY
**Professor Augustus Colangelo, Smeal College of Business** | University Park, PA | 2017
- Conducted 5 focus groups and multiple surveys regarding our client, GoPuff, a grocery delivery service
- Assembled findings into a final report and created a Piktochart presentation to present to the client

### RESEARCH ASSISTANT
**Professor Michel Haigh, College of Communications** | University Park, PA | 2016-17
- Analyzed 500+ social media posts of 10 different spiritual leaders to mine for data such as number of likes, shares and comments
- Organized data in various Excel spreadsheets to identify how certain aspects of a social media post can affect feedback