

ALYSSA NATIONS

Marketing Communications Manager

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📍 Boston, MA



EXPERIENCE

Reporter/Photographer

NorthEndWaterfront.com

📅 2019 - Ongoing 📍 Boston, MA

A medium-market local community news website focused on the historic neighborhood of the North End in Boston, MA.

- Reported on local government, breaking news, and events directly impacting the North End and Waterfront neighborhoods
- Generated over 26.5K views on my articles published to the news site
- Maintained a working relationship with local representatives, community organizations, and dedicated readers in order to cultivate leads
- Expanded audience through event photographs posted to social media platforms
- Wrote, edited, and delivered articles in a timely manner

Digital Marketing Manager

Sound Shapes Spa

📅 2020 - Ongoing 📍 Boston, MA

A medical spa in Boston's North End offering various skin and body treatments to customers.

- Created marketing content to be distributed on the company's social media sites including MailChimp, Instagram, and Facebook
- Generated, scheduled, and distributed biweekly newsletters to approximately 1.5K subscribers
- Grew the business's social media followings and interacted with audience members in accordance to the business's brand voice
- Surveyed analytical data to determine which approaches were the most effective in order to further inform marketing strategies

Membership Director

Responsible Urbanites for Fido

📅 2020 - Ongoing 📍 Boston, MA

A nonprofit organization formed to educate Boston residents on proper dog ownership and maintain two dog parks in the North End.

- Wrote, edited, and delivered monthly newsletters distributed to approximately 3K subscribers
- Lead social media campaigns that improved the organization's audience engagement and reach
- Generated infographics to be disseminated across the organization's social channels and further their mission on education
- Drove membership subscription and engagement with the organization through targeted social media marketing
- Organized fundraising events to meet the organization's desired quotas

EDUCATION

Bachelor's Degree in Writing, Literature, and Publishing

GPA

3.72 / 4.0

Emerson College

📅 2014 - 2016

PROJECTS

NorthEndWaterfront.com

A compilation of my completed articles for the local community news website for Boston's North End neighborhood.



Alyssa Nations|Freelance Writer

An online writing portfolio demonstrating my writing abilities covering a wide arrange of content material.

INDUSTRY EXPERTISE

Leadership



Marketing: Sales & Customer Service



Communication



Project Management & Planning



Networking



Time Management



EXPERIENCE

Marketing Communications Manager

PolkaDog Bakery

📅 2017 - 2018 📍 Boston, MA

Local dog bakery specializing in handmade treats using locally sourced ingredients in South Boston.

- Promoted the company's products and represented the business at local events
 - Generated original content for the business's social media pages and acquired relevant material from it's social audience
 - Interacted with potential customers while accurately portraying the company's missions
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Copy Editing Intern

Five Cent Sound

📅 2015 - 2016 📍 Boston, MA

Emerson College student-run music magazine targeted at fellow college students interested in music and it's role in society.

- Worked collaboratively with a team of editors, writers, and photographers to satisfactorily complete articles for online publication
- Edited numerous articles within a tight deadline without sacrificing accuracy
- Designed magazine pages utilizing InDesign

SKILLS

Writing Editing Proofreading

Copywriting Chicago Manual of Style

APA Style Marketing InDesign

SEO WordPress MailChimp

Squarespace Facebook Instagram

YouTube Twitter Photoshop

Lightroom Microsoft Office Suite

Google Analytics Canva Wix

Adobe Spark Content Analysis

Content Management

Content Generation

Website Management