

# ALYSSA NATIONS

## WEB CONTENT



### Contact

#### Phone

601-967-2283

#### Email

nationsalyssa@gmail.com

#### Address

15 Sheafe St, Ste 2, Boston, MA  
02113

### Expertise

- Proficient in CMS systems such as Magento, WordPress, Squarespace and Wix.
- Proficient in Adobe Creative Suite programs like Photoshop, Spark, InDesign, Illustrator and Lightroom.
- Expert with Microsoft Office Suite.
- Expert in social media channels such as YouTube, Instagram, Twitter, Facebook, TikTok and Twitter.
- Familiarity with basic HTML.
- Knowledgeable of email marketing programs such as MailChimp, HupSpot, and ActiveCampaign.
- Proficient in ERP programs such as Acumatica and Shopify.

### Skills

- Proven ability to work remotely while collaborating with colleagues to execute strategies in a timely manner.
- Expert in writing, editing, proofreading, and copywriting.
- Familiar with content analysis through the use of Google Analytics.
- Proven ability with maintaining a website and generating content.

### Experience

#### Lekker Home

*Web Content*

Lekker Home is a luxury furniture company in the heart of Boston's historic South End, specializing in European furniture and Dutch designs.

- Manages web content on landing pages as well as individual product pages to ensure consistent, cohesive, and accurate copy across channels.
- Collaborates with marketing and merchandising teams to ensure the website is reflective of current goals.
- Maintains the website's theme to remain relevant to the company's marketing strategies.
- Creates, maintains, and updates the company's online inventory on Acumatica.

#### NorthEndWaterfront.com

*Reporter*

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

- Reported on local government, breaking news, and events directly impacting the North End and Waterfront neighborhoods.
- Generated traffic in line with the company's goals and wrote, edited, and delivered articles in a timely manner.
- Maintained a working relationship with local representatives, community organizations, and dedicated readers in order to cultivate leads.

#### Sound Shapes Spa

*Digital Marketing Manager*

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 .
- 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

### Education

*Emerson College*

2016

Received my Bachelor's Degree in Writing, Literature, and Publishing.