

ABOUT

Creative communications professional good with implementing PR strategy, writing press collateral and managing press on-site at events, launches and trade shows. Also experienced in maintaining relationships to secure press placements, creating event and launch timelines and strategies and managing influencer campaigns and partnerships. Additionally, accomplished and well-versed in ROI, social media marketing strategy, creative marketing initiatives, SEM, design, content and copywriting.

EDUCATION

Bachelor of Science | Public Relations

MAY 2015

The University of Texas at Austin, Austin, TX

Student in The Stan Richards School of Advertising and Public Relations

- VP, UT Austin Public Relations Student Society of America
- Texas Creative Advertising Sequence
- Completed Business Foundations Certificate in Marketing and Management — The McCombs School of Business (UT Austin)

ACCOMPLISHMENTS

- Created personal freelance agency, La Femme New York in May 2015 and secured press placements and launch initiatives for over 6 project-based clients in just 7 months
- Through strategic social media marketing, increased social media revenue up to \$15,000 a month for HATCH Collection
- Managed and initiated brand and influencer partnerships garnering over \$60,000 in conversion
- Increased acquisition, engagement and following on social media platforms: 8,000 followers in 5 months at HATCH Collection

EXPERIENCE

DIGITAL MARKETING AND SOCIAL MEDIA MANAGER

11/2015 to CURRENT

Mandarin Oriental Hotel Group | Atlanta, GA

- Executing social and digital communication strategy and providing upper management and CEO with weekly social media schedules and analytical reports
- Planning, interviewing for and writing weekly strategic blog content (www.hatchcollection.com/blog)
- Liaising with creative team to create graphics and assets for social media outlets each week
- Compiling monthly revenue reports across all channels based on social media/Google Analytics and Kissmetrics Influencer/blogger seeding, executing brand and paid partnerships and outreach/sample sending from start to finish — reporting conversion and ROI post campaigns using analytics and CTRs
- Tracking analytics/results across social platforms and driving engagement and revenue per channel— beat previously-set company goals each month

FASHION PR ASSISTANT (FREELANCE)

06/2015 to 09/2016

Bath And Body Works | Atlanta, GA

- Hellessy, Tess Giberson, Milly, Kaelen NYC, Novis, Naeem Khan, Libertine
- Event management (NYFW) - worked alongside production team and directors to manage venue logistics and to confirm day-of-show timelines
- Created media alerts with show/presentation details and blasting alerts to targeted lists
- Press check-ins / Seating chart arrangements

DIGITAL MARKETING INTERN

2015 to 06/2015

Art Alliance Austin | City, STATE

- Social media marketing and analytics.
- Tracked web and social media impressions via Google Analytics and Kissmetrics highlighting individual Strategized for major social media campaigns ahead of art exhibits and the company's annual art festival – artists and features and executing market research on how to optimize festival turnout Worked to calculate click-throughs for banners based on site and Google analytics and compiled marketing information and reports to improve annual art festivals Writing and compiling weekly social media calendars based on company and community events.

BEAUTY PUBLIC RELATIONS INTERN

08/2012 to 04/2013

Melody Joy Public Relations | City, STATE

- Clients: Obsessive Compulsive Cosmetics, Inglot Cosmetics, The Makeup Show, Hair Room Service
- Managed social media for agency and clients
- Event management for clients— managed press booths for clients for New York City's largest makeup artistry trade show (The Makeup Show NYC)
- Updated media lists: pitched to Glamour Magazine, Teen Vogue/Vogue, Ebony Magazine, Essence Magazine, Allure Magazine, Refinery29, W Magazine, etc.
- Put together press kits for clients— drafted and distributed press releases to press at Obsessive Compulsive Cosmetics' NYC store grand opening and trade shows (The Makeup Show NYC)

SKILLS

- Web design and branding
- PR writing: media alerts, event wrap-reports, product dossiers, launch plans, press releases
- PR and marketing software proficiency and experience: FashionGPS, Cision, HootSuite, KissMetrics, Google Analytics
- Design software proficiency: InDesign, Illustrator, Adobe Photoshop

ADDITIONAL ROLES

The Makeup Show, 2015 (Events/PR Intern - NYC), Chaos Cocktails, 2014 (Marketing/PR Intern - Austin, TX), The PR Boutique, 2013 (Lifestyle PR Intern - Austin, TX) Diane Terman Public Relations, 2012 (Beauty PR Intern - NYC), Linda Gaunt Communications, 2012 (Fashion PR Intern - NYC)

- For more: <https://www.linkedin.com/in/alyssa-neilson-54054057>