

Alyssa Cuson

acuson98@gmail.com | (404) -713-1674 | <https://www.linkedin.com/in/alyssacuson/> | <https://github.com/acuson>

EDUCATION:

Georgia Institute of Technology, Atlanta, GA

April 2022

Full Stack Web Development Professional Certificate

University of Georgia, Athens, GA

May 2020

Bachelor of Business Administration in Economics, French minor, Entrepreneurship Certificate

GPA: 3.57/4.0

Zell Miller Scholarship Recipient, Navy Supply Corps Foundation Scholarship Recipient, Dean's List

STUDY ABROAD:

University of Oxford, Oxford, England

Summer 2017

Université Laval, Québec, Québec

Summer 2018

SKILLS:

- **Essentials:** Microsoft Office Excel, PowerPoint, Google Suite, Click Up Project Management, JIRA, Accuick
- **Coding:** HTML5, CSS3, JavaScript, Bootstrap, JQuery, Node.js, APIs, R
- **Marketing:** Google Analytics, Google Ads Search, LinkedIn Ads, Hootsuite, HubSpot CRM, Mailchimp
- **Creative:** Canva, Artboard Studio, Figma

RELEVANT PROJECTS:

MeteoMelodies

December 2021

- Technologies used: HTML5, CSS3, JavaScript, JQuery, One Call API, Spotify API
- Collaborated in a team of 4 to implement the One Call API and Spotify API to show current weather and relevant playlists based on user input
- Primarily focused on HTML5 and CSS3 using Bootstrap to create polished UI and debugged as necessary

WORK EXPERIENCE:

Recruiting & Marketing Coordinator

March 2021 – Present

ASK Consulting, Alpharetta, GA

- Make 100+ calls weekly sourcing Customer Service Representative candidates resulting in 80+ hires
- Launched Facebook and LinkedIn Ads campaigns targeting insurance professionals resulting in 300+ leads and 100+ submissions
- Won 2021 Rookie Recruiter of the Year through dedication and implementation of advice from account managers

Marketing Coordinator

June 2020 – March 2021

BetterBot, Atlanta, GA

- Created 15+ splash pages through WordPress for Multifamily Property Management companies resulting in 4 demos
- Launched LinkedIn Ads campaign targeting Multifamily Real Estate Marketing Executives increasing impressions by 4,000%+, and receiving 300+ clicks resulting in 30+ conversions

Head of Growth

May 2020 – January 2021

FundStory, Atlanta, GA

- Rebranded company from Dinote to FundStory by changing brand voice and design assets to communicate new brand message
- Led Product Hunt Launch generating 300+ upvotes, 250+ website visitors, and 20+ users in a single day through messaging in social distribution channels and community engagement on Reddit and Indie Hackers
- Crafted weekly industry relevant blog posts using SEO best practices to generate organic traffic
- Executed weekly email campaigns on product and blog updates resulting in a 40% open rate and 4.5% CTR on average
- Created growth reports monitoring KPIs from social media campaigns and overall content marketing strategy to CEO

Account Executive Intern

May 2019 - Aug 2019

Coinmo, Athens, GA

- Built relationships with 100+ business owners through cold calling
- Closed deals with 10+ clients over the course of 12 weeks using time management skills to set up follow-up appointments
- Collaborated with a team of 4 and finished as the #3 team in the company through strategic planning
- Finished in the Top 30 out of 100 interns because of giving solid written and oral product presentations