

ALY CHACE

CONTACT

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EDUCATION

Georgia State University

MA in Anthropology (2019)

- Outstanding Graduate Student Paper Award.
- Co-organized a graduate student conference.
- Focused on digital media & ethnography.

Georgia State University

BA in Applied Linguistics (2017)

- Trained in data analysis with Microsoft Excel.
- Focused on cultural competency, media & digital communication.

APPS & PLATFORMS

- HTML & CSS
- Adobe Lightroom & Photoshop
- Microsoft Excel & 365
- Facebook, Instagram, Twitter & Snapchat
- Google Analytics
- Wordpress, HubSpot & MailChimp

TOOLS

- Qualitative & quantitative research methods
- English & Spanish (bilingual)
- Digital Photography
- Excellent written & verbal communication skills
- Teaching & pedagogical theory & practice

WORK EXPERIENCE

Barista

Starbucks (2021-Present)

- Prepared orders in a retail environment.
- Worked with a team to create the Starbucks experience for café guests & fellow employees.

Owner

Aly's Mods (2020-Present)

- Refurbished & customized video game consoles.
- Built an online influencer audience through paid Facebook & Instagram advertisements.
- Designed digital branding & marketing materials.
- Prepared educational materials on console modification and sales offerings.
- Managed e-commerce listings & responded to customer inquiries.

Graduate Assistant

Georgia State University (2017-2020)

- Prepared classroom materials & environments.
- Provided Excel- & R-based data processing & analysis for faculty research projects.
- Taught Film 101 & Film History.

Growth Marketing Intern

Simple Showing, Inc. (2017)

- Generated leads based on data scraped from online real estate listings.
- Automated SMS-based targeted outreach infrastructure with Python & Microsoft Excel.
- Converted leads into sales through education on real estate markets & SimpleShowing services.
- Served as liaison between agents & clients.
- Designed landing pages & digital advertisements.

FIELDS

- Paid Social Media Ads
- Branding & Digital Marketing
- Search Engine Optimization (SEO)
- Content Writing
- Web Design
- E-commerce