

# ALY CHACE

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Homepage: [www.alychace.com](http://www.alychace.com)

## APPS & PLATFORMS

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

## KNOWLEDGE DOMAINS

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

## CERTIFICATIONS

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- HubSpot Digital Marketing
- HubSpot Inbound

## SKILLS

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

## RELEVANT EXPERIENCE

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### Owner

#### *Aly's Mods (2020-Present)*

- Refurbished & customized game consoles.
- Built an online influencer audience through paid Facebook & Instagram advertisements.
- Designed 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)*

- Developed & taught classroom curriculum for undergraduate film & media courses.
- Provided Excel- & R-based data processing & analysis for social media research projects.

### Growth Marketing Intern

#### *Simple Showing, Inc. (2017)*

- Generated leads based on data scraped from online real estate listings.
- Automated SMS-based targeted outreach 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.

## EDUCATION

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### Georgia State University

#### *MA in Anthropology (2019)*

### Georgia State University

#### *BA in Applied Linguistics (2017)*