

# ALYSSA LOFFREDO

CREATIVE ADVERTISING

## CONTACT ME

(914)-703-5561  
loffredoalyssa@gmail.com  
linkedin.com/in/alyssa-loffredo

## EDUCATION

S.I. Newhouse School  
of Public Communications  
Syracuse University, May 2021

Bachelor of Science: Advertising  
GPA: 3.5, Dean's List

## SKILLS

- **Microsoft Office Suite**
  - Powerpoint, Word, Excel
- **Adobe Creative Cloud**
  - Premier, Photoshop, InDesign
- **Social Media**
  - Instagram, Twitter, YouTube
- **Digital Paid Promotion**
- **Cision Media Search**
- **Google My Business**
- **Influencer Research**

## EXPERIENCE

### Growth Marketing Intern, Numerade

| May - August 2020

- Developed social media presence across Twitter, Instagram, Facebook & LinkedIn from scratch, organically gaining 2,500+ followers
- Curated and organized over 1,000 press contacts for PR Master Media List and 1,000 Influencers for Influencer Outreach
- Gained free media coverage with outlets including The Chicago Tribune, MSN, and Working Mother
- Designed graphics for social media & website rebranding

### Marketing Intern, Eataly U.S.A.

| June - August 2019

- Created content schedules, captions and stories for the NYC Instagram accounts with a total following of 215,000 followers
- Provided live coverage of company events via Instagram
- Organized over 1,000 press contacts for PR Master Media List
- Developed weekly Digital Advertising Reports for all U.S.A. store locations based on paid-promotion budgets and target audience reach

### Billboard Designer, Project Yellow Light

| June 2019

- Billboard design and copy selected as winner among over 1,500 submissions for nationwide competition aimed at reducing distracted driving among teenagers
- Currently on display in Time Square and across NY, NJ and CA highways courtesy of Clear Channel Outdoor
- View billboard: 'Be Likeable - 2019 College Winner'  
<http://projectyellowlight.adcouncilkit.org/psas/ooh/>

### Social Media Director, University Union

| May 2018 - Present

- Lead a team of four who digitally promote Syracuse University's official entertainment events to campus community
- Manage a content schedule for Instagram Facebook, Twitter, and Snapchat with a combined 20,000+ followers
- Spearhead paid digital promotion on Twitter and Facebook, with an average budget of \$600 per event
- Collaborate with the Marketing and PR boards to execute promotional campaigns for artists such as Khalid and Playboi Carti