

# Alyssa Coughlin

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## EDUCATION

### **Tulane University**

Bachelor of Arts in Communications, Minor in Sociology

Cumulative GPA: 3.264

Sep 2007- Aug 2011

New Orleans, LA

### **Hamden High School**

Cumulative GPA: 3.8

Sep 2003- June 2007

Hamden, CT

## MARKETING EXPERIENCE

### **7<sup>th</sup> Ward Neighborhood Center (Nonprofit Organization)- Marketing and Social Media Intern**

-Created event ideas; created a media plan that was selected by a panel of judges as the best plan

Jan 2010- May 2010

New Orleans, LA

### **Pi Beta Phi Fraternity- Vice President of Communications**

-Wrote/submitted monthly articles to the national organization; updating website, calendar, etc.

Jan 2009- Jan 2010

New Orleans, LA

### **National Panhellenic Council- Public Relations Committee Chair**

-Created positive publicity for all the campus sororities; designed a Greek logo; worked on branding

Jan 2009- Jan 2010

New Orleans, LA

### **Hollygrove Market and Farm (Nonprofit Organization)- Communications and Marketing Intern**

Jan 2009- May 2009

-Developed a marketing plan; assisted with PR; introduced new marketing concepts

New Orleans, LA

### **Residence Hall Government for Warren House- President**

-Produced all communications and marketing material due to the absence of a marketing position

Sep 2008- May 2009

New Orleans, LA

## LEADERSHIP

### **Tulane University**

- Pi Beta Phi National Fraternity- *President*

Jan 2010- Jan 2011

- National Panhellenic Council- *Panhellenic Delegate*

Jan 2009- Jan 2010

- Pi Beta Phi National Fraternity- *Pledge Class President*

Jan 2008- May 2008

- Residence Hall Association- *Residence Delegate*

Sep 2008-May 2009

### **Hamden High School**

-Hamden High School Newspaper- *Editor-in-Chief*

Sep 2006- June 2007

- National Honors Society- *Secretary*

Sep 2006- June 2007

- Human Relations Club- *Secretary*

Sep 2006- June 2007

- Varsity Cross-Country Team- *Captain*

Sep 2006- Jan 2007

- Students Preventing AIDS (SPA)- *President*

Sep 2005- June 2006 & Sep 2006- June 2007

- House Leadership Council- *Freshman Mentor*

Sep 2005- June 2006 & Sep 2006- June 2007

## AWARDS/HONORS

### **Tulane University (2007-2011):**

-Named "Campus Queen" of Tulane for "hercampus.com" for demonstrating outstanding leadership

Feb 2011

-Alpha Phi Omega National Service Fraternity

Sep 2009-May 2010

-Named "Resident of the Year" for Warren House

Sep 2008- May 2009

### **Hamden High School (2003-2007):**

-Recognized as a Connecticut Academic Performance Test (CAPT) Scholar in all areas.

Sep 2006- June 2007

-Chosen as a member of the National Honor Society

Sep 2005- June 2007

-Chosen as a member of the House Leadership Council

Sep 2005- June 2007

-Chosen as a member of the Spanish Honor Society

Sep 2004- June 2007

-Received Southern Connecticut Conference All-Academic Awards

Sep 2003- June 2007

## PHILANTHROPIC HISTORY

**Pi Beta Phi "Promote Literacy" Events-** led several events to promote literacy and raise money

Jan 2008-Present

**"Paint Rally"** -Painted rundown New Orleans high schools

Sep 2007- Present

**Habitat for Humanity-** Shingled houses, nailed rooftops

Sep 2007- Present

**Hurricane Katrina fundraisers-** Raised money, planted trees lost in storm, donated items to families

Sep 2007- Present

**Freshman Orientation** – Gave tours and other additional aid to incoming freshman

August 2007- Present

**American Cancer Society "Relay for Life"** – Organized fundraising as Team Captain

Feb 2002- Present

**Elderly homes-** Went to homes of local elderly people and did yard work; baked cookies during holidays

Oct 2005- Present

**Elementary Education Instructor-** Mentor for young children; spoke on issues like prejudice

Sep 2006-May 2007

**Students Preventing AIDS (S.P.A.) candlelight vigils** – Planned events

Sep 2005- June 2007

**Cross-country coach-** Taught high school students running techniques

Sep 2003-June 2007

**St. Rita's Church food delivery-** Delivered food to less fortunate families during various holidays

Sep 2003- May 2007

## SKILLS

PC, Mac, MS Word, MS PowerPoint, MS OneNote, MS Excel, Google Docs and Social Networking sites