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## Expertise

Marketing Strategy  
Social Media Strategy  
Creative Strategy Media  
Planning Meta  
Advertising TikTok  
Advertising Reddit  
Advertising Copywriting

## Education

**Bachelor of Arts**  
**California State**  
**University, Fullerton**  
2012 - 2014

Graduated Cum Laude

**Citrus College**  
2008-2012

## Awards

GEMA - Use of Paid Social to Promote a Program/Series

Goes the Extra Mile Award

Most Likely To: Come up with the Best Yet Sometimes Craziest Ideas

Best Collaborative Effort for Website Redesign

1st Place Editorial at the Journalism Association of Community Colleges

# ALYSSA MILES

Director, Social Media

## Experience

2019 -  
current

### Paramount Global - Pluto TV

Director, Social Media | Sep 2022 - Current  
Sr. Manager, Social Media | Apr 2021 - Sep 2022  
Manager, Social Media | Dec 2019 - Apr 2021

- Head strategist for all of Pluto TV's organic and paid social media marketing; putting engaging, timely, fan-forward content at the center of all our efforts, complimented by a full-funnel paid strategy
- Spearheading Pluto TV's influencer and brand partnership strategy, leveraging a diverse roster of partnerships that allow us to speak directly to the most passionate fanbases
- Consistently growing our social communities across Meta, TikTok, YouTube, and Reddit YOY; garnering 500K followers, over 1B video views, and more than 20M engagements in 2024 alone
- Strategizing closely with the Paid Media team to plan paid social campaigns using past data as our guide; optimizing audience targeting, content creative, and media placements in real time
- Leading, managing, and inspiring a social media team that many colleagues have called their "favorite to work with" due to our efficient processes, stellar attitudes, and prolific creative minds
- Collaborating with PR, Content Partners, On-Air, Distribution, Product, Programming, International, CRM, and Paramount Global Cross-Company teams for a powerful 360° marketing approach wherever possible

2016  
-  
2019

### DreamWorks Animation

Manager, Social Media | Nov 2017 - Dec 2019

- Directed 5 digital marketing vendors to ensure social media marketing tactics upheld the integrity of each T.V. property and our overall brand
- Curated high level social media campaigns, analyzing and presenting results to production and marketing teams
- Managed daily tasks of Graphic Designer, International Coordinator, and Intern
- Led social strategy for consumer products (i.e. toys, books, clothing, soundtracks, podcasts, and web games)
- Consistently collaborated with Public Relations team to smoothly launch digital campaigns for new seasons or series
- Versatile copywriter for social media, scripts, email, and print
- Created compelling on the ground social coverage at events such as San Diego Comic Con, Emerald City Comic Con, New York Comic Con, and WonderCon
- Hosted interviews with voice talent, artists, and other video pieces to further engage fans

Writer, Editor | Jun 2016 - Nov 2017

- Versatile marketing copywriter for film and T.V. properties: Netflix loglines, YouTube descriptions, campaign tag lines, mobile applications, and more
- Outlined social media marketing strategy for international markets
- Collaborated with Netflix to localize domestic content for international markets