

# Alyssa Platt

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As a digital marketing enthusiast with professional experience as a Marketing Coordinator, I've developed compelling digital and print content that captivates audiences. Eager for new challenges, I am committed to expanding my expertise and am especially interested in opportunities that foster team collaboration and continuous learning. With optimism and determination, I look forward to contributing my creativity, strategic thinking, and dedication to a dynamic organization.

My portfolio can be found at: [alyssaplatt.com](http://alyssaplatt.com)

## EXPERIENCE

### Freelance Marketing Specialist, Glen Burnie, MD

January 2022 - PRESENT

- Collaborated intimately with diverse small businesses, crafting uniquely tailored marketing strategies that elevated their brand visibility and customer engagement.
- Designed custom-sized, high-impact marketing images for banner advertisements, enhancing brand awareness and click-through rates.
- Leveraged MailChimp's capabilities to construct compelling marketing emails, driving customer engagement and retention.
- Employed Canva to create visually engaging graphics for Instagram and LinkedIn, boosting social media presence and interaction.
- Innovated in the social media space by developing animated video shorts for Instagram advertisement, enhancing audience engagement and brand recall.

### LaBarge Financial, Severna Park, MD – *Digital Marketing Coordinator*

June 2021 - PRESENT

- Created captivating marketing ads, strategically placed across local newspapers and social media platforms such as Facebook and LinkedIn, bolstering brand visibility and customer reach.
- Authored engaging content for a monthly newspaper column, fostering a connection to the local community.
- Designed attractive invitations and diverse marketing materials, both print and digital, to effectively capture audience attention and stimulate response.
- Proactively maintained and updated the company website and social media profiles, ensuring content freshness and relevance.
- Orchestrated successful Facebook marketing campaigns using Meta Business Suite.
- Compiled insightful monthly presentations on market trends and current events, facilitating informed decision-making and strategic planning.
- Diligently prepared financial legal documents for clients' retirement and investment accounts, ensuring accuracy and compliance.
- Supervised account transactions to monitor money movements.
- Provided excellent customer service by promptly and professionally addressing client inquiries via email and phone.
- Facilitated client meetings and assisted in establishing accounts, creating a seamless and positive customer experience.

## **Tower Federal Credit Union, Pasadena, MD — Teller II**

April 2018 - June 2021

- Executed banking operations including deposits, withdrawals, check cashing, and transfers with a strong focus on accuracy and efficiency.
- Maintained a meticulously balanced drawer, demonstrating proficiency in transactional accuracy and efficiency.
- Consistently delivered excellent customer service, combining a positive attitude with kindness to improve member satisfaction.
- Proactively addressed member inquiries, providing optimal financial solutions tailored to their unique needs.
- Vigilantly monitored transactions to prevent fraudulent or criminal activities, safeguarding both member interests and institutional integrity.
- Assisted supervisors in vault count and ATM loading, demonstrating reliability and attention to detail.
- Entrusted with secure access to vaults, ATMs, and cash dispense machines, reflecting a high degree of trust and responsibility.

## **M&T Bank, Kent Island, MD — Teller**

October 2017 - April 2018

- Efficiently executed key banking operations, including deposits, withdrawals, and check cashing, maintaining the highest standards of accuracy.
- Diligently maintained a balanced drawer, showcasing commitment to transactional accuracy and operational efficiency.
- Nurtured a positive member experience through a consistently upbeat attitude and kind customer service, demonstrating exceptional interpersonal skills.

## **EDUCATION**

### **University of Maryland Global Campus - May 2020**

Bachelor's in Marketing with a minor in Digital Media and Web Technology - 3.7 GPA

## **SKILLS**

**Adobe Suite:** Photoshop, InDesign, Illustrator, After Effects

**Social Media:** Instagram, YouTube, Facebook, Twitter, Snapchat, Meta Business Suite

**Graphic Design:** Canva

**Email Marketing:** MailChimp, HootSuite, Snappy Kraken

**Interpersonal:** Exudes positivity, adept at multitasking, dedicated work ethic, thrives in team environments, meticulous attention to detail. Skilled at performing under pressure, demonstrates a relentless drive for learning and personal growth. Personality insights: ESFJ, Enneagram Personality Type 2W3.