

Alyssa Welfringer

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Orange County, CA



Observant & Articulate.

Dynamic creative strategist with a background in copywriting and an intrinsic skill in storytelling.

Passionate about crafting strategies, developing creative solutions, bringing brands to life, and building presentation decks with intentional narrative.

HOORAY Agency

Head of Brand + Marketing

2026 - Present

Director, Social + Brand

2024 - 2026

Copywriter + Social Content Manager

2021 - 2024

I have always had a (+) in my title at Hooray, wearing many hats across the Creative, Social, Strategy & Internal Brand Teams. I craft copy across all channels for clients in the hospitality & lifestyle sector. I lead campaign initiatives, brand projects, and all social media efforts. My favorite project: SRG Rebrand.

GALLEGOS United

Copywriter

2019 - 2021

In the dawn of my copywriting career, I worked on fully-integrated campaign development & copy across all platforms, with a specialized focus on social media executions. I also found my love & talent for new business pitches working with the presentation teams and executive leadership. Top brands I worked on: Chick-fil-A, Xfinity, Got Milk?, Cutwater, Anheuser-Busch, and CVS.

FREELANCE Projects

Flashfood

E-mail, Social, Video & Campaign Copy

HASS Avocado

YouTube Video Copy

KTR Marketing

Social Media Content

Adquadrant

Video Scripts & Social Content Strategy

SKILLS + Strengths

- Copywriting
- Interpersonal Communication
- Trend Research
- Flexible Leadership
- Sense of Humor (I've been told)
- Brand Strategy
- Presentation Development
- Social Media + Content Strategy
- Integrated Campaign Creation
- Public Speaking
- Cross-Platform Storytelling