

ALYSSA WELFRINGER

C O N T E N T C H A M E L E O N

EXPERIENCE

COPY + CONTENT STRATEGIST

Hooray Agency

2021 - Present

- Lead brand strategy & creative on social media for various hotel & resort clients
- Create organic and paid social content, campaign extensions, and interactive content pieces for social
- Write copy for organic and paid social, digital advertising, email newsletters, campaign creative, and print pieces
- Develop campaigns and solely own all social media extensions of new and existing campaigns across our portfolio
- Craft and present brand playbooks for clients on social media
- Directed the launch and creative execution of a new brand on social: @curatorhotelsresorts
- Spoke on a panel for panel for "Today's Social Media: Strategies for Continued Evolution and Growth" at the HSMAI Conference

COPYWRITER

GALLEGOS United | UNITED Collective

2019 - 2021

- Worked on fully-integrated campaign development & copy across all platforms (radio, digital, TV, OLV, social)
- Developed social media campaigns & content creation
- Participated on new business pitches & presentation teams
- Guided content creators for campaign creative development
- Wrote vide scripts for ads, influencer segments & pre-roll
- Stayed on top of pop culture trends + market mindsets

EDUCATION

2015 - 2019

CHAPMAN UNIVERSITY

B.A. Advertising & Public Relations

CONTACT

714-913-8652

alyssa@welfringer.com

Portfolio:

www.alyssawelfringer.com

WHY ME?

If I could consolidate my skills into two categories, it would be: Observe & Articulate. I am endlessly curious about the world around me, especially on social media. Like a chameleon, I have the ability to quickly adapt and use my insights to deliver creative solutions.

SKILLS

- Copywriting
- Trend Research
- Creative Brief Development
- Brand Strategy
- Content Creation
- Social Media Management
- Social Media Strategy
- Campaign Development
- Public Speaking
- Cross-Platform Storytelling