Alyssa T Poudrier

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Education

University of Nevada, Reno | *Reno, NV*   *Graduated Fall 2022*
B.S. | *Business Admin - Marketing* GPA | *3.885* Honors 1874 Scholar | *Summa Cum Laude*

Professional Experience

KR Squared | <u>*Copywriter*</u> | *Stateline, NV*
January 2022 – May 2023
- Developed narrative strategy for national brand commercials and multi-channel campaigns with clients including Post Cereal, Orgain, Chase International Real Estate, and Tahoe Beach Club
- Wrote captivating copy for advertisements, press releases, commercial scripts, blogs, web pages, brochures, events, email newsletters, and SEO
- Created unique social media content and engaged on client accounts, increasing their following by an average of 125%+

Muse Group Marketing | <u>*Public Relations Intern*</u> | *Reno, NV*
June 2021 – Dec 2021
- Wrote pitches, press releases, and media advisories for clients earning online and broadcast coverage
- Created email newsletters, blog posts, interview talking points, and social media content for clients
- Developed story angles and outreach strategy for pitching clients both locally and nationally
- Collected media contacts and researched new client potentials

Nevada Career Studio | <u>*Career Mentor*</u> | *Reno, NV*
August 2020 – May 2021
- Consulted with students to create tailored resumes, cover letters, and CVs
- Created marketing material and facilitated student outreach on social media and in-person
- Managed material on the University's job site, Handshake, and sorted through hundreds of job opportunities to select the best positions for students

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Educational Project

American Advertising Federation IMC Competition | <u>*Marketing Director - Team 407*</u> |
January 2021 – May 2022
- Led team marketing strategy to create a cohesive campaign for a highly prominent dating application
- Determined Gen Z preferences using surveys, focus groups, and extensive secondary research
- Presented the campaign pitch to a panel of expert judges