



ALYSSA SCHNEIDER

Marketing Student

Alyssa Schneider is a 19-year-old marketing student at the University of North Florida (UNF) with a passion for photography and social media marketing. Based in Jacksonville, Florida, she is dedicated to combining her creative skills and marketing knowledge to help businesses thrive in the digital landscape.

Contact



321-557-1662



alyssaschneider@gmail.com



alyssaschneider.org



@alyssaschneidermarketing



Jacksonville, FL

Education

● Bachelor of Marketing

University of North Florida
2023-2025
1 UNF Dr., Jacksonville, FL 32224

● Associate of Arts

Eastern FLorida SState College
2020-2023
3865 N Wickham Rd,
Melbourne, FL 32935

Languages

English



American Sign
Language



Strengths

Creativity - Develops innovative marketing strategies and engaging content.

Communication - Effectively conveys ideas and collaborates with diverse teams.

Adaptability - Quickly adjusts to new environments and evolving trends.

Time Management - Prioritizes tasks effectively to meet deadlines and goals.

Skills

● Social Media Marketing

Served as a brand ambassador for multiple companies, using various social media platforms to effectively promote their products.

● Photography

Immersed in the art of photography for four years, capturing a diverse array of subjects.

● Digital Design

Proficient in creating digital design content using editing software like Canva, PicsArt, and Adobe for various social media platforms, including Instagram, Twitter, TikTok, and Facebook.

● Content Creation

Throughout high school and college, I focused on content creation while building marketing strategies for various clubs and organizations, using digital media to enhance engagement and visibility.

● Copywriting

I also handled copywriting for the clubs I was part of, crafting clear and compelling messages to effectively promote events and engage members across various platforms.

Past Project

Hubro Marketing Simulation

University of North Florida

Product Development:

I created and marketed jetpacks, conducting thorough research on our target audience's needs to inform pricing, promotion, and production decisions.

Market Competition:

My jetpacks competed against those of classmates, adding a competitive edge to the simulation.

Performance Analysis:

Each quarter, we reviewed performance metrics to assess our product's success and make strategic adjustments.

Feedback Utilization:

We used audience feedback to refine our marketing strategy, ensuring our product aligned with consumer expectations.