

Alyssa Gray

alyssakgray26@gmail.com | www.linkedin.com/in/alyssa-gray-

EDUCATION

Louisiana State University (LSU), Baton Rouge, LA

Bachelor of Science, Marketing | *Concentration: Digital Marketing* | *GPA: 3.6*

Graduated: May 2023

EXPERIENCE

Baton Rouge General Medical Center, Baton Rouge, LA

Marketing and Events Intern

January 2023- May 2023

- Coordinated and executed all of the marketing department events in collaboration with the Events Manager
- Attended weekly company meetings and created meeting recaps daily to assist the Marketing Director, VP of Marketing along with the creative, communications, social, and events managers
- Created four sponsorship evaluation forms, 12 post-event and expense reports each, two data meeting reports, and created a proposal slideshow to present to the marketing department
- Worked with Asana daily to keep track of tasks, used Survey Monkey to pull data for data meetings and evaluation, used Simple Texting platform to track campaigns and a giveaway, and Canva daily to create slideshows and graphics

Next Level Media, Baton Rouge, LA

Media Buyer Intern

May 2022- December 2022

- Assisted the Director of Agency Operations through organizing media invoices, accounting documents, and client binders
- Organized up to 12 business summaries daily for Next Level Media filing system in order to maintain accurate records
- Utilized Quickbooks for client invoices, Dropbox in order to organize business documents, and Excel for accounting records
- Updated spot calendars utilizing Media Force platform and contributing to media buying in collaboration with the Director of Media Buying

Morgan Paints Stuff LLC, New Orleans, LA

Social Media Assistant

October 2019- May 2022

- Implemented a successful TikTok account that currently has 234.4k followers with 8.1 million likes
- Analyzed data daily on both TikTok and Instagram using insights and Google Trends to stay updated with the algorithms
- Brought new ideas, like prioritizing Pinterest, and ad insight slideshows, using Canva, to the founder each week to discuss engagement and success of social media accounts

Hannis T. Bourgeois, Baton Rouge, LA

Administrative Intern

March 2021- July 2021

- Scanned and filed administration documents, ran errands, pick-ups, & deliveries daily
- Keyed in expenses and data entries each week using CCH Axxess and used MailChimp to add email subscribers daily
- Front-end customer liaison helping communications run smoothly weekly

ACADEMIC EXPERIENCE

LSU Marketing Management, Baton Rouge, LA

Team Contact

August 2022- December 2022

- Collaborated with a team of five to perform a Marketing Audit on a local business
- Researched and developed a Marketing Plan
- Presented our findings and recommendations for the business we chose

LSU Consumer Behavior Course, Baton Rouge, LA

Team Project Lead

January 2021- May 2022

- Lead a team of four to identify the target market, create a target customer analysis and profile, and develop and execute a campaign to solicit over 100 pounds of clothing donations to St. Vincent de Paul

INVOLVEMENT

- Kappa Kappa Gamma Sorority, *Alumni* **August 2019- May 2023**
 - *Public Relations Committee*: assisted with social media posts and graphics, as well as coordinating Parent's Weekend
 - *Volunteered* at Kappa Klassic and Dream Day to raise money for the St. Jude Foundation

SKILLS

- Proficient in Microsoft (Word, PowerPoint, Excel), G Suite (sheets, docs, slides), Asana, SurveyMonkey, Simple Texting, Canva, Quickbooks, Dropbox, MediaForce, META Ads, Google Trends, MailChimp, and CCH Axxess