

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

August 2019- May 2023

WORK EXPERIENCE

Peter Mayer, New Orleans, LA

Associate Media Planner

July 2023- Present

- Supports Senior Media Planner by managing and evaluating vendor RFPs, placing insertion orders, building vendor relationships, and maintaining organized records of media plans, proposals, budgets, and billing
- Launches and manages campaigns across LinkedIn, Meta, Google/YouTube, and Google Campaign Manager, including pixel placement via Google Tag Manager for accurate tracking
- Conducts audience and demographic research using Scarborough, MRI Simmons, and Google Analytics to guide strategic targeting and planning
- Coordinates vendor calls, supports negotiations and optimizations, and stays up-to-date on industry trends to inform planning

Baton Rouge General Medical Center, Baton Rouge, LA

Marketing and Events Intern

January 2023- May 2023

- Assisted the Events Manager to coordinate and execute all marketing department events
- Attended company meetings 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, each meeting recaps, two data meeting reports, and a proposal powerpoint
- Worked with Asana, Survey Monkey, SimpleTexting, and Canva

Next Level Media, Baton Rouge, LA

Media Buyer Intern

May 2022- December 2022

- Assisted the Director of Agency Operations
- Organized media invoices, accounting documents, and client binders
- Trained and worked with the MediaForce platform, Quickbooks, and Dropbox
- Updated spot calendars and business summaries

Hannis T. Bourgeois, Baton Rouge, LA

Administrative Intern

March 2021- July 2021

- Scanned and filed administration documents, ran errands, pick-ups, and deliveries daily
- Keyed in expenses and miscellaneous data entries as needed
- Front-end customer liaison helping communications run smoothly

Morgan Paints Stuff LLC, New Orleans, LA

Student Assistant

October 2019- May 2022

- Implemented a successful TikTok account that currently has 229.8k followers
- Analyzed insights and data on both TikTok and Instagram to stay updated with the algorithms and trends

INVOLVEMENT

- Advertising Club of New Orleans, *Communications Chair* **July 2025- Present**
- Kappa Kappa Gamma Sorority, *Public Relations Committee* **August 2019- May 2023**
- Flag Football and Volleyball Intramurals, *Participant* **August 2019- May 2023**

SKILLS AND CERTIFICATIONS

- Proficient in Microsoft (Word, Powerpoint, Excel) and G Suite (sheets, docs, slides)
- Certifications: Google Ads measurement certification, META Digital Marketing Associate, and 4As Media Essentials Certifications Program