

Alyssa Wilson

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(909) 260-7148

Objective

To further my career in Business Marketing with Cambria, in an environment that I can maximize my full potential

Skills

- Event Planning
- Creative Production
- Marketing Research
- Communication/Public Speaking
- Operation/Management of Events
- Social Media/Public Relations

Experience

Ricana Media Group

(10/2015-Present)

- Project Manager for multiple clients in charge of budget allocation
- Creates Media Advisories and Press Releases
- Coordinates on behalf of client with the media reps
- Creates and executes marketing plans
- Prioritize calendars and tasks for multiple clients

Professional Business Fraternity

(2/2015-Present)

- Implemented new Structure for more efficient meetings
- Implemented officer business plans to ensure productivity
- Monitor attendance and officer reports

Care Fresno Volunteer

(10/2014- 2015)

A non-profit organization that works with children who live in high crime rate areas of Fresno

- Successfully planned events and advertised in order to create partnerships
- Developed a plan to create a children's soccer league

Scholarship Student Athlete

(08/2012-2016)

- Marketed myself and my skill set to colleges and achieved a scholarship
- Learned time- management in order to accommodate a busy schedule and class work

Fresno State Athletics Marketing intern

(12/2014-Present)

- Implement strategic marketing plans with tight control of time
- Constructed advertisement placement to capture target market
- Support and accommodated guests of honor

Student Athlete Advisory Committee (SAAC) Vice President

(05/2014-12/2014)

- Accountable for community service for student athletes and keeping track of hours
- Coordinated public relations events and activities to coincide with marketing, advertising and promotional functions

Education

California State University, Fresno

(08/2012-Present)

Bachelor of Science in Business Administration- Marketing Option

Expected graduation date (05/2016)

References- Available upon request