

alyssa handel

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CAREER OBJECTIVE

- ◆ Obtain copywriting freelance or contract opportunities with forward-thinking organization that seeks fresh ideas, talent and energy to accomplish marketing objectives.

SUMMARY OF QUALIFICATIONS

- ◆ Creative professional with familiarity writing virtually all styles from press releases and feature articles, to proposals, and requests for information
- ◆ Engage target audiences with compelling ad copy, integrated marketing strategy, and creative messaging
- ◆ Skillfully led cross-functional teams to achieve corporate, branding, and marketing goals
- ◆ Proficient in Microsoft applications: Office, Word, Excel, PowerPoint, FrontPage, Publisher, Adobe Photoshop; knowledge of Macintosh

PROFESSIONAL EXPERIENCE

WRITING

- ◆ Created high-impact ad copy for multiple media: websites, brochures, direct mail, videos, multimedia CDs, etc.
- ◆ Concepted and developed original and dynamic artwork for business-to-business (B2B) and business-to-consumer (B2C) marketing campaigns
- ◆ Demonstrated exceptional ability to grasp many diverse industries and products and convey complex concepts in layman's terms
- ◆ Synergistically worked with marketing team and client to support brand and marketing goals
- ◆ Interfaced with and organized efforts of vendors, freelancers, designers, programmers, and developers, to balance multiple objectives in high-pressure environment and successfully meet daily deadlines
- ◆ Authored articles for Lifestyles and Metro sections of newspaper with 45,000 readers in circulation
- ◆ Interviewed professionals and community residents for expert sources
- ◆ Well-versed in copyediting, transcription, and proofreading
- ◆ Trained and mentored copywriter for satellite office

MARKETING

- ◆ Proven ability to multi-task by successfully managing 25 accounts simultaneously
- ◆ Developed effective marketing campaigns resulting in tangible, substantial growth for clients.
- ◆ Managed project timelines and coordinated all deliverables outlined for new business presentations, including proposals and requests for information (RFI)

- ◆ Researched and analyzed competitors and trends in marketplace
- ◆ Managed and implemented new business programs resulting in 95% increased employee participation
- ◆ Photographed emotive, high-quality pictures for print and web sales material; directed professional photo shoots
- ◆ Led brand analysis sessions involving corporate identity, new marketing strategy, and positioning
- ◆ Increased web presence for clients with search engine optimization strategies, keywords, meta-titles, and meta-descriptions

PUBLIC RELATIONS

- ◆ Authored relevant and timely press releases; pitched newsworthy topics to local press; managed press relations and company interviews
- ◆ Designed promotional materials such as newsletters, invitations, and brochures distributed to volunteers city-wide
- ◆ Planned and implemented successful events in appreciation for company supporters, volunteers, and staff, resulting in increased cancer research funding
- ◆ Assisted in organizing and managing community-based fund-raising projects
- ◆ Cultivated strong relationships with volunteers and other external publics to ensure ongoing contribution
- ◆ Educated community residents on the issues of cancer prevention and treatment during health fairs and promotional events

WORK HISTORY

Copywriter and Client Manager, Implications, Dayton, OH, 2005 - 2007

Business Development Coordinator, inChord Communications, Inc., Columbus, OH, 2003 - 2004

News Editor, Cedarville University, Cedarville, OH, 2002 - 2003

Public Relations Intern, American Cancer Society, Dayton, OH, 2002

Reporter, Waterloo- Cedar Falls Courier, Waterloo, IA, 2002

EDUCATION

UNIVERSITY OF MARYLAND, Adelphi, MD, 2005
Classes towards M.S. Management and Public Relations

CEDARVILLE UNIVERSITY, Cedarville, OH, 2003
B.A. Organizational Communications
Minor in Marketing

WORLD JOURNALISM INSTITUTE, Asheville, NC, 2002