

ALYSSA MUNAR

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EDUCATION

Cal State University Fullerton

BA, Marketing

Fullerton, CA

2015-2020

Athena Accelerator

Digital Marketing

Remote

2020-Present

EXPERIENCE

Sky Society

Social Media & Influencer Marketing Intern

Remote

Feb 2021 - Present

- Coordinate weekly content calendar and design original content for social media channels
- Direct influencer marketing campaigns with brand partners to promote engagement and reach
- Identify and implement social media trends on Instagram, TikTok, Youtube, and Clubhouse
- Enforce consistent brand image and voice across all platforms including email, website, and social media

Content & Cocktails

Digital Marketing Intern

Remote

Nov 2020 - Jan 2021

- Collaborated with social media influencers to generate organic content to drive sales for brand products
- Created high-converting Facebook Ad campaigns to increase website traffic for niche audiences
- Curated engaging copy for email campaigns and social media posts using analytics to iterate and improve
- Managed partnership outreach and relationship development for 20+ brand partners
- Wrote SEO optimized blog content using Semrush to make data-driven decisions

Smolder Cosmetics LLC

Marketing Intern

Glendale, CA

Aug 2018 - Nov 2018

- Curated and managed social media to increase customer engagement and community growth
- Designed Instagram advertisements that aligned with the brand voice and optimized for conversions
- Filmed and edited YouTube content for Midnight Dreamer makeup palette
- Photographed and polished product photos and flat lays for website
- Collaborated closely with Smolder Cosmetics team, discussing re-branding and revision of marketing plan

Tightrope Magazine & Publications

Graphic & Visual Design Intern

Anaheim, CA

Sept 2016 - Nov 2016

- Planned all photo shoot themes including wardrobe, makeup, backdrops, and poses
- Transformed and refined company website with updated design and copy
- Facilitated cross-functional communication between all creatives involved in each project

CERTIFICATIONS

Google Analytics - Google
Google Ad Words - LinkedIn
SEO Foundations - LinkedIn
Content Marketing Foundations
- Lynda.com

SOFTWARES

Photoshop Hootsuite
Microsoft Suite Facebook Ads
G-Suite Trello
Mailchimp SEMrush
Slack Zoom
Hubspot CRM Later
WordPress

SKILLS

Team Collaboration
Operational Improvement
Project Organization
Strategy Development
Basic Web Design
Digital Marketing