

ALYSSA ROTUNNO

MEDIA RELATIONS SPECIALIST

CONTACT

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EDUCATION

**BACHELOR OF ARTS,
MAJOR IN JOURNALISM**
AMERICAN UNIVERSITY

2014 - 2018

GPA: 3.6

SKILLS

- Media Relations
- Account Management
- Press Releases
- Event planning
- Editing and Proofing
- Strategic Thinking
- Microsoft Office
- Photography
- Photo Editing
- Market Research
- Powerpoint
- Lightroom
- Photoshop
- Keynote

EXPERIENCE

ACCOUNT EXECUTIVE

CARMICHAEL LYNCH RELATE | SEPT 2018 - PRESENT

- Develop and execute PR strategies for beauty (Aveda), fashion (Helzberg Diamonds), health & wellness (Garden of Life) and food clients (Celestial Seasonings, Arla, Post Consumer Brands)
- Media relations with key regional, national and digital outlets
- Execute influencer programming, including influencer identification, building contracts, writing creative briefs and influencer management
- Coordinate media and influencer events to celebrate new product launches, drive press coverage and increase brand awareness and usage
- Creative thinker, directs brainstorming to help develop news-generating ideas
- Responsible for tracking coverage and merchandising results back to client

LIVE PERFORMANCE REPORTER & PHOTOGRAPHER

FRONT ROW REPORT | SEPT 2017 - SEPT 2019

- Captured and edited live show events
- Wrote reviews on live concerts as well as new music releases
- Maintained level of professionalism during high-energy events
- Coordinated press passes for upcoming events

CREATIVE AND MARKETING ASSISTANT

INKPACT | MAY 2017 - AUG 2017

- Developed all photography, videography, graphics and editing for website and blog
- Directed marketing and creative campaigns
- Coordinated photo and video shoots
- Currently working freelance on video and photography editing and blog marketing

BRAND AMBASSADOR

PANDORA | MAY 2017 - AUG 2017

- Directed a strategic plan to attract attendees to on-campus events.
- Utilized Instagram, Facebook, Twitter, and Snapchat to drive awareness and interest to the brand and brand events.
- Created unique on-brand social media posts and images to promote the campaign.
- Coordinated the on-site logistics for each event, working with store managers and executives from Pandora Jewelry.