

Alyssa Stockman

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Work Experience

Marketing Coordinator, Kennedy Marketing Group, Inc.

June 2016-Present

- Developed sales enablement materials including product fact sheets, sales presentations, email templates and other branded materials to support a national B2B sales team in the automotive industry.
- Created brand messaging, training materials and marketing assets for three product launches.
- Wrote copy for a rebranded company website and blog, increasing organic traffic by 40% in first two months.
- Built marketing plans and conducted market research to expand product offerings in the automotive, finance and real estate verticals.

Proofreader, Kennedy Marketing Group, Inc.

Aug 2015-May 2016

- Proofed style and grammar on direct mail campaigns, emails and websites for more than 800 automotive clients.
- Communicated with clients to ensure custom copy met all requirements.
- Promoted to Lead Proofreader in March 2016. Led a team of five proofreaders and gave final approval on the printing of direct mail campaigns.

Marketing Intern, Agency Ingram Micro

June 2015-Aug 2015

- Collaborated with a team of interns to create a marketing agency training website and new training documents. Presented our materials to the agency's leadership team at the end of the program.
- Shadowed various roles inside of the agency including creative directors, account managers and client services managers to understand the agency workflow.

Public Relations Intern, RapidScale

Jan 2015-May 2015

- Conducted research on target markets and wrote high-level B2B content for 17 web pages revolving around cloud technology.
- Completed the RapidScale Cloud Certification Program to gain competent understanding of cloud technology.
- Wrote and edited four press releases per month to expand company's presence in the industry.

Marketing Intern, Business Expo Center

Sept 2014-Dec 2014

- Developed a marketing plan for a new expo event and presented the plan to the CEO and marketing team.
- Wrote two SEO-optimized blog articles per week and created infographics for website and social media.
- Used Hootsuite to create weekly posts for the company's Facebook, Twitter and Instagram accounts, and increased follower numbers and social engagement on all three platforms.

Education

B.A. Public Relations and Advertising, Cum Laude

Aug 2012-May 2016

Chapman University

- Minor: Writing and Rhetoric
- Coursework: Internet Communications, Composing New Media, Desktop Publishing, Copy Writing, Copy Editing, Business Writing, Writing for PR, Advanced PR Writing, PR Campaigns, Media Relations

Awards & Certifications

Inbound Marketing Certification / HubSpot

2015 PRSSA Bateman Case Study Competition / Chapman University

- Honorable Mention award