

## Alyssa Kalen

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### EDUCATION

#### State University of New York at Brockport, Brockport, NY

Bachelor of Science, Journalism & Broadcasting, Minor in Communications

Completed December 2020

Lambda Pi Eta Honors Society

#### Monroe Community College

Associate of Science, Communication Studies

Completed December 2018

### SKILLS

Adobe After Effects	Adobe Premiere Pro	Adobe Photoshop
Adobe InDesign	Microsoft Word	Microsoft Excel

### WORK EXPERIENCE

#### University of Rochester, Rochester, NY

October 2022-Current

Communication Specialist

- ❖ Manage internal communications (memos, newsletters etc.)
- ❖ Draft content for mass media or company website
- ❖ Take headshots for the facility

#### University of Rochester, Rochester, NY

November 2021–October 2022

Outpatient Specialist

- ❖ Schedule clinic visits
- ❖ Supports check in/check out activities
- ❖ Works closely with other OAS staff, administration, providers, and patients and families

#### WAGS Dog Club, Rochester, NY

January 2019 –May 2022

Social Media and Event Coordinator

- ❖ Assist with the design and execution of social media campaigns
- ❖ Produce and distribute content, including photoshoots, video, and promotional offers
- ❖ Track social media engagement
- ❖ Plan annual events

#### Union Street Coffee, Rochester, NY

September 2020-December 2020

Marketing and Social Media Intern

- ❖ Assisted with the design and execution of social media campaigns
- ❖ Created weekly and monthly editorial calendars to promote company brands on various social media websites
- ❖ Produced and distributed content highlighting menu items and promotional offers
- ❖ Tracked social media engagement to identify high-programming ideas and campaigns for scalability

#### Entercom, Rochester, NY

January 2020–May 2020

Morning Show Intern, 98PXY

- ❖ Pre-recorded and produced weekend shows
- ❖ Cut, edited, and archived audio for radio station
- ❖ Updated radio station's social media accounts (Twitter, Facebook)

