

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)

