

ALYSSA WHALEN

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ADMINISTRATIVE SUPPORT PROFESSIONAL

Highly motivated professional with a strong background in administration and a passion for mental health and helping those who struggle from mental health related circumstances. Seeking a position that will challenge and grown my abilities and knowledge in the mental health field. Offering exceptional problem solving skills, analytical mindset, and professional writing skills. Dedicated to maintaining client confidentiality with sensitive and complex cases, resolving conflict, and cultivating, maintaining, and growing partnerships. Committed to continuous learning and personal growth within my professional field.

KEY COMPETENCIES

Crisis Intervention
Active Listening
Empathy and Compassion

Collaborative Approach
Marketing and Event Planning
Communication Skills

Administrative Tasking
Cultural Sensitivity
Critical Thinking

PROFESSIONAL EXPERIENCE

Ultrashelf

January 2023 - April 2023

Digital Marketing Intern

Accomplishments:

- Conducted a competitive analysis of a key competitor in the home decor e-commerce industry, identifying their strengths, weaknesses, and opportunities for Ultrashelf's marketing strategies.
- Created a comprehensive 6-week customer service campaign to address common customer inquiries, enhance customer trust, and improve response times. This campaign included the creation of blog posts and videos for the company's website and social media platforms. Collaborated closely with the customer service team to gather insights and incorporate their expertise.
- Monitored and analyzed social media metrics and analytics to measure the effectiveness of campaigns, optimizing future content strategies for better engagement and reach.
- Played a key role in content creation, shooting behind-the-scenes footage in the workshop and producing video content in the studio. Designed Pinterest graphics, Facebook memes, and Twitter graphics to enhance brand visibility and engagement.

Brigham Young University-Idaho Counseling Center

January 2022-January 2023

Social Media Manager

Accomplishments:

- Developed a content strategy that aligned with national mental health awareness days, dedicating specific weeks to each topic. Created informative posts, reels, and workshops promotion that covered various mental health diagnoses, warning signs, resources, and ways to seek professional help. Collaborated with mental health professionals to ensure the accuracy and relevance of the content shared, providing valuable and evidence-based information to followers.
- Collaborated with other campus departments to host events, such as panel discussions where students could submit anonymous questions answered by mental health professionals. Utilized social media to answer additional questions after the panel.
- Designed counseling center pamphlets, marketing materials, and merchandise for the Student Council, including t-shirts, hoodies, and polos. Developed the Student Council logo.

- Analyzed social media metrics, achieving a 246% increase in Instagram reach, an 181% increase in engagements, and a 19.4% increase in followers. Managed consistent monthly growth in followers since January 2022.

Brigham Young University-Idaho Counseling Center

April 2021 - September 2022

Secretary

Accomplishments:

- Managed front desk operations, including scheduling, walk-in clients, crisis walk-ins, phone lines, email, and waitlist management. Ensured clients felt welcome and calm throughout their interactions with the center including facilitating intake procedures, verifying eligibility and scheduling appointments. Provided information on available services, workshops, while ensuring smooth transitions from other medical offices, school administration, or inpatient mental health facilities.
- Assisted in conflict resolution between clients and the counseling center, utilizing de-escalation techniques and effective communication to address their needs and concerns. Liaised with professional therapists or appropriate parties, such as Title IX in specialized circumstances.
- Collaborated with management, participating in training programs and workshops to support new employees and those in need of additional guidance and worked on various projects in collaboration with superiors, improving communication processes between therapists and the front desk, as well as enhancing coordination among front desk secretaries
- Developed training materials for HOPE council members, facilitating their understanding of specific roles and responsibilities within the center.

Petra Risk Solutions

September 2019 - August 2020

receptionist and Administrative Assistant

Accomplishments:

- Managed the front desk operations, including receiving and sorting mail, answering phone calls, and providing information or transferring calls to the appropriate person. Managed the front desk email and responded to inquiries promptly. Digitized physical documents, labeled them with correct insurance codes, and attached them to client accounts in the company-specific software, ensuring accurate and organized document management.
- Provided professional support to executives by performing assigned tasks, such as shopping for company-specific events, purchasing client gifts, and handling client calls. Coordinated and scheduled meetings, managed calendars, and assisted with travel arrangements for executives and team members.
- Prepared reports, presentations, and other documents using PowerPoint, Excel, Word, and company-specific software.
- Assisted with office maintenance tasks, such as stocking snack cupboards, coffee stations, and break room fridges. Performed light cleaning duties to maintain a tidy office environment as well as decorated the office for employee birthdays and holidays, fostering a positive and celebratory atmosphere.

EDUCATION & CERTIFICATIONS

Brigham Young University-Idaho

Bachelors Degree in Communication

Emphasis in Digital and Socail Media Marekting

QPR Certification

Updated: March 2022

References are available on request.