

Alyssa Whalen

Marketing Coordinator | (562) 481-4962 | alyssadwhalen@gmail.com | linkedin.com/in/alyssa-whalen

EDUCATION

Brigham Young University-Idaho

Rexburg, ID

BS, Communication & Social Media Marketing

RELEVANT WORK EXPERIENCE

Fidelity National Title NCS

Newport Beach, CA

Marketing Coordinator for Chicago Title NCS

2023 - Present

- Utilizing Adobe Creative Suite and Canva to design and execute engaging digital and print-based marketing campaigns including emails, flyers, powerpoints, eBooks, social media graphics, and signature blocks.
- Managing email campaigns in Marketo and Mailchimp for 41 sales reps, building client trust by providing educational content, achieving a 98% send rate, 32% open rate and 1% unsubscribe rate.
- Spearheaded social media content creation, calendar, and analytic tracking. Introduced content calendar to team and executed training on how to use Google's Looker Studio.

Ultrashelf

Rigby, ID

Digital Marketing Intern

2023 - 2023

- Conducted competitor analysis and market trend research in the home decor, e-commerce industry, identifying competitor strengths, weaknesses, emerging trends, pain points, and opportunities for Ultrashelf's marketing.
- Curated a comprehensive 6-week customer service campaign to address common customer inquiries, enhance customer trust, and improve customer service response time. This included weekly blog posts, videos for social media, and a website landing page with FAQ's linking to videos and/or blog posts.
- Wrote weekly blog posts, created social media graphics, and shot videos and photos in studio for Instagram, Pinterest, Twitter, LinkedIn, and Facebook to enhance brand awareness and community engagement.

BYUI Mental Health Counseling Center

Rexburg, ID

Social Media Manager

2022 - 2023

- Analyzed social media metrics and KPI's, achieving an organic 246% increase in reach, 181% increase in engagement, and 19.4% increase in followers over a one year period on Instagram.
- Developed a content strategy around mental health topics, created a content schedule around national mental health days and weeks, implemented and maintained a content calendar assessing each piece's performance, developed a "Tip Tuesday" series in collaboration with mental health professionals.
- Created and curated social media content, designed pamphlets, stickers, t-shirts, sweatshirts, polos, and booth tablecloths. Developed Student Council logo following BYUI brand standards.

PROJECT EXPERIENCE

Fidelity National Title

Newport Beach, CA

Marketing Coordinator for Chicago Title NCS

- Led a training to Sales Reps, Escrow Officers, Title Officers and Managers on how to optimize their LinkedIn profiles while educating them on best practices and metrics.
- Coordinated the LinkedIn CRM team to do a sales meeting presentation to my Sales Reps, led the discussion, and coordinated my presentation with theirs to align our goals, KPIs, and integrate systems for a smooth transition.

BYUI Mental Health Counseling Center

Rexburg, ID

Social Media Manager & Council Member

- Organized and executed a week-long campus-wide mental health event, leading to a 32% increase in student participation in weekly mental health workshops compared to previous years.
- Developed advertising materials including table tents, flyers, posters, and social media graphics.