

Alyssa Fitch

Phone: (678) 656-2152 Email: AFitch.Work@Gmail.com [linkedin.com/in/AlyssaFitch](https://www.linkedin.com/in/AlyssaFitch) Portfolio

Professional Summary

I am a digital strategist with a passion for researching and analyzing data to discover insights and make informed decisions. By combining my creativity with analytics, I develop successful strategies that generate measurable results for my clients. I am proud of my meticulous approach to analysis and creating data-backed solutions, which result in a successful workflow.

Education: Oglethorpe University, Atlanta, GA - Bachelor of Arts in Communications & Rhetoric Studies

Certifications: The Trade Desk Academy: Data-Driven Planning and Executive Program (2023) , Google Skill Shop: Ads Search, Ads Video, and Demand Generation (2024) , Social Media Management Accelerator (2024).

Research Projects

Instagram Story Market Research, April – May 2024

- Conducted a study to analyze the impact of consistent Instagram Story posting on reach and engagement utilizing my personal Instagram account.
 - Achieved a 20% increase in story views, and a 3.7% non-follower reach, aiding me in identifying areas for growth.
 - To improve the presence of my profile, I am leveraging targeted ads and interactive content to enhance engagement.
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Professional Experience

555 Marketing January 2023 - Present , Founder & Digital Strategist

- Develop and implement brand strategies and digital marketing plans tailored for entrepreneurs and small businesses.
- Conduct audits and data analysis to improve brand positioning, voice, and audience targeting. Provide guidance on content direction and campaign planning across social, web, and email.
- Once systems are established, I become the strategic advisor, managing brand and marketing decisions with long-term vision.
- Increased followers by **5%** for Partini's Events (Fall/Winter 2023) to boost site traffic and generate bookings.
- Boosted engagement by **8%** for SOFIE's Film Award Show (Fall 2022) creating excitement for future annual shows.

MGM Resorts International December 2021 - January 2023 Paid Social & Digital Media Specialist

- Managed digital and social marketing campaigns across four resort and casino properties, ensuring smooth operations and effective communication.
- Developed and executed paid social media campaigns on platforms like Instagram, Facebook, Snapchat, and X. Conducted test awareness campaigns to analyze performance, optimizing strategies to boost foot traffic and engagement.
- Managed a diverse range of marketing channels, including digital web displays, email marketing, content distribution to radio & TV clients, as well as magazine & newspaper publishers, and OOH advertisement.
- Achieved a **5%** increase in engagement and a **7%** rise in ticket sales for a property during a five-week brand awareness campaign in Winter 2022. This success led the property to run the campaigns permanently with regular updates.
- Utilized Google Analytics and Excel to analyze campaign performance and deliver actionable insights.

Partini's Events December 2018 - December 2021 Events & Brand Engagement Manager


- Planned and managed social media content for Instagram and Facebook, driving engagement and brand visibility.
- Conducted customer needs assessments to refine strategies and improve satisfaction.
- Monitored engagement metrics to optimize campaigns and develop quarterly strategies.
- Enhanced customer satisfaction by **15%** over three quarters with tailored engagement efforts.
- Ensured seamless event execution as an on-site manager by coordinating teams and maintaining client satisfaction.

Alyssa M. Fitch

Digital Strategist 555 Marketing



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EDUCATION

Bachelor of Arts in Communications & Rhetoric Studies

Oglethorpe University, Atlanta, GA

INSTAGRAM STORY MARKET RESEARCH (APRIL - MAY 2024)

Story posts have a significant impact on profile brand awareness and reach, so I set out to prove that with this research. Here are my findings:

Objective:

- To analyze the impact of consistent Instagram Story posting on reach, engagement, and audience growth.

Methodology:

- I participated in a 30-Day Song Challenge, posting daily to evaluate changes in viewership and engagement over time. To do so, I tracked key metrics, including average story views, non-follower reach, and engagement rates over the 30 day period and compared it to the metrics my profile held prior to the research.

Key Results:

- Increased Viewership:** Story views rose from an average of 57 to 300 views per story, with the highest peak reaching 334 views within five days of consistent posting.
- Non-Follower Reach Growth:** Non-follower reach increased from 1.1% to 3.7%, highlighting expanded discoverability in Instagram's algorithm.
- Engagement Challenges:** Interaction rates remained low, demonstrating a need for more compelling, interactive content.

Insights & Strategies To Adopt:

- Growth Opportunity:** Leverage non-follower reach by integrating targeted ads and optimizing content hooks and hashtags.
- Engagement Enhancement:** Introduce interactive elements such as polls and quizzes to encourage audience participation.
- Profile Optimization:** Develop stronger CTAs and visually appealing story content to increase profile visits and follower conversions.

Impact:

- This study provided actionable insights applicable to both personal and client social media strategies. Obtaining the reach is great, but maintaining the engagement and increasing followers is always the goal. This study reinforced the importance of consistent, optimized Instagram Stories for audience engagement and growth.

CERTIFICATES

Linked-In Courses (2024)

Courses: Strategic Thinking, Project Leadership

- These certifications from Linked-In have equipped me by expanding my skills and teaching me new ones to develop my career.

Social Media Management Accelerator (3/2024)

Online Business Launch Lab

- With this certification, I know how to build and manage social media strategies that align with a brand's voice, engage an audience, and drive conversions.

Other Learnings (2024)

Courses: Various

- Influencer Marketing 101: How to Elevate Your Influencer Marketing Strategy (**Later**)

SUMMARY OF QUALIFICATIONS

Data Analysis & Reporting (2018 - Present)

- Performance Optimization:** Collect and analyze campaign performance data to refine marketing strategies, leading to measurable improvements in engagement and ROI.
- Insights Generation:** Create comprehensive reports using data visualization techniques to guide decision-making and enhance strategy execution.
- Trend Analysis:** Monitor market trends and platform analytics, leveraging findings to adjust strategies and predict consumer behavior effectively.

Tools & Software Proficiency (2015 - Present)

- Data Tools:** Proficient in Microsoft Excel (pivot tables, advanced formulas), Google Analytics, and social media analytics platforms (e.g., Instagram Insights, Facebook Ads Manager).
- Campaign Tools:** Skilled in leveraging Google Ads, and social media ad manager platforms for data-driven campaign planning and execution.
- Certifications:**
 - The Trade Desk Academy: Data-Driven Planning and Executive Program (2023).*
 - Google Skill Shop: Ads Search, Ads Video, and Demand Generation (2023).*

Campaign Performance & Optimization (2018 - Present)

- A/B Testing:** Conduct experiments on campaign creatives and strategies to determine the most effective engagement methods.
- Predictive Analysis:** Apply historical data to anticipate campaign outcomes and inform strategic adjustments, boosting overall performance.

Strategic Planning & Execution (2018 - Present)

- Insights Application:** Translate complex datasets into actionable insights, enabling cross-functional teams to implement targeted strategies.
- Data Visualization:** Present findings through clear visual formats, such as charts and graphs, to facilitate stakeholder understanding and alignment.
- Multi-Platform Strategies:** Design and execute marketing plans across platforms, consistently achieving significant growth in metrics like engagement and reach.

ORGANIZATIONS

Junior League: Las Vegas (10/2022 - Present)

Second Year Active Member. Research Pod & Content Creation Pod