

Alyssa Chang

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EDUCATION

University of Pittsburgh, College of Business Administration

Pittsburgh, PA

Bachelor of Science in Business Administration, David C. Frederick Honors College

GPA: 3.7

Majors: Marketing, Supply Chain Management, & Business Information Systems

Raritan Valley Community College, College of Science and Mathematics

Raritan, NJ

Associate of Science in General Science

September 2018 – May 2022

Major: Pre-health Professional

GPA: 3.8

PROFESSIONAL EXPERIENCE

Tradewinds Hospitality

Fort Lauderdale, FL

Social Media Manager

February 2023 – Present

- Cultivate the curation and implementation of the company's brand and image
- Advise and collaborate with key stakeholders to promote the company and its outreach strategy

University of Pittsburgh Department of Campus Recreation

Pittsburgh, PA

Marketing Manager

January 2023 – Present

- Tailor infographics to engage consistently with over 8,000 subscribers
- Market intermural and recreation sports as well as various fitness classes to University of Pittsburgh students
- Design graphics targeted towards students that promote healthy lifestyles

U.S. House of Representatives, Office of Congressman Eric Swalwell

Washington, D.C.

Press Intern

May 2023 – August 2023

- Designed social media graphics for holidays and important dates to efficiently relay information to constituents
- Executed event photography for the Congressman at hearings, meetings, and press events on Capitol Hill
- Assisted 50+ constituents per week by relaying concerns to inform the Congressman's policy positions

Savvy Marketers LLC

Princeton, NJ

Marketing Intern

May 2022 – August 2022

- Executed and planned multiple marketing campaigns, strategies, and events
- Worked cross-functionally with the Graphics and Design team to plan marketing strategies
- Effectively distributed meeting notes to stakeholders in order to clarify the needs and visions of clients

Bridgewater YMCA

Bridgewater, NJ

Lifeguard

August 2021 – August 2022

- Vigilantly monitored the pool for unsafe activities to ensure the safety of all patrons
- Ensured the creation of a safe environment by effectively conveying rules and regulations to patrons

INVOLVEMENT AND LEADERSHIP

Alpha Kappa Psi

Pittsburgh, PA

Director of Public Relations

April 2023 – Present

- Maximize brand presence on various channels, such as Instagram and Tiktok
- Work closely with recruitment team to plan and execute publicity campaigns in order to attract the most members
- Boost engagement across social media platforms through posts by 1000+ viewers

Pitt Tonight

Pittsburgh, PA

Marketing Team Member

September 2022 – April 2023

- Amplified promotion of a professional late night talk show for 100+ live viewers by publicizing events, featured guest appearances, and interactive games
- Engaged with consumers regularly by posting on various social media platforms regarding upcoming shows
- Analyzed and interpreted market trends to best interact with our viewer demographic

Hillsborough Raiders Swim Team

Hillsborough, NJ

Varsity Team Captain

September 2021 – February 2022

- Promoted a positive attitude and team environment through team bonding events for up to 60 members
- Coordinated the making of the team logo and the distribution of team merchandise with outside vendors
- Encouraged, supported, and held all team members accountable inside and outside of the pool

SKILLS

Skills: Photoshop, Canva, Photography and Editing, Content Creation, Campaign Management, Upper Intermediate Mandarin, Intermediate Spanish, CPR, AED, and First Aid Certified