**ALISSA HOFFMAN**

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**WORK & LEADERSHIP EXPERIENCE**

**P.Dixon Consulting LLC: It’$MyMoney**  Windsor, CT

*Content Manager-Marketing Strategist Dec. 2021-Present*

* Develop training materials and educational content for speaking engagements, presentations, and keynotes.
* Establish and generate graphics and videos for Meta, Twitter, and Pinterest
* Manage website development and update changes through WordPress
* Copywrite 100% of weekly newsletters, blogs, promotional advertisements, and social posts
* Publish newsletters and assess campaign statistics on a weekly basis.

**Covr Financial Technologies** Hartford, CT

*Creative Marketing Associate Dec. 2022- Jun. 2023*

* Implemented digital strategy across channels, email marketing, and assets for company partners
* Produced and maintained graphics, slide decks, and templates for internal branding and client distribution amongst 10+ company clients through XD, InDesign, and PowerPoint
* Optimized campaign performance based on varying sales and marketing analytics and A/B Testing

**Crested Communications** Hartford, CT

*Graphic Design Director Jan 2023-May 2023*

* Directed design layout and creative concepts for MetroHartford Alliance (MHA) project
* Designed and created both physical and digital assets for internal and MHA project-based branding including templates, flyers, way-finding graphics, direct mailers, logos, and social media graphics
* Maintained and created branding standards through projects and style tiles based on agency and MHA

**University of Hartford: Office of Student Engagement and Inclusion** West Hartford, CT

*Content Marketing Student Manager Sep. 2022-May 2023*

* Create and schedule social content for Instagram, Facebook, and TikTok to improve engagement by 113%.
* Published consistent content and media for digital (including Bright Sign Management) and print.

**University of Hartford: Student Government Association** West Hartford, CT

*Public Relations Vice President Jun 2021-Jun 2022*

* Created and distributed publishing materials and website content for weekly newsletters, promotions, advertisements, and mass communications to the University community, off-campus venues, alumni, and sponsors
* Developed and published SGA position statements regarding societal climate, campus culture, and DEIJB matters

**Travelers Insurance**  Hartford, CT

*Enterprise Digital Marketing Intern May 2021-Aug. 2021*

* Developed, grew, and enhanced marketing channels through strategic and creative development and publishing
* Supported website development and publishing best practices through a content management system
* Assist in publishing of articles, creative work, and information for both internal and external company websites
* Contribute to specialty content projects to support internal and external web-based initiatives

**SKILLS & CERTIFICATIONS**

Microsoft Office Suite, Adobe Creative Suite, Canva, Social Media Platforms (LinkedIn, Meta Suite, Twitter, Pinterest, TikTok), WordPress, Weebly, Squarespace, Brevo (SendinBlue), MailChimp, CMS Management, Google Ads Certifications

**EDUCATION**

**University of Hartford, Barney School of Business**  West Hartford, CT

*Master of Business Administration*  May 2023

**University of Hartford, Barney School of Business**  West Hartford, CT

*Bachelor of Science in Business Administration, Marketing* ***GPA 3.94*** May 2022

* **Honors**: Summa Cum Laude, University Honors Program
* **Additional**: 3+1 Program, Student Government Association President, Barney Leadership Council Events Chair, Senior Regents Honor Award, SGA Scholar Award