

# Alissa A. Best

[www.alissabest.com](http://www.alissabest.com)

## EDUCATION

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### **The University of Tennessee at Chattanooga, Chattanooga, TN**

Masters in Public Administration

*Expected Graduation Date: May 2016*

### **Auburn University, Auburn, AL**

BA in Public Relations, Minor in English Literature, May 2014

*Magna Cum Laude and Honors College Graduate*

## EXPERIENCE

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### **City of Auburn Parks and Recreation, Auburn, AL**

*Community Programs Assistant (January 2014- August 2014)*

- Had a hands-on role in city programming for seniors and citizens with special needs
- Managed social media and website for Masters Games of Alabama, a non-profit that promotes active lifestyles for 50+ citizens
- Contacted media, organized participants for events and served as a day-of-event assistant
- Created publicity materials, such as brochures, newsletters, and postcards, for city events

### **The Auburn Circle, Auburn, AL**

*Public Relations Director (Sept. 2012- April 2014)*

- Oversaw public relations team, managed PR calendar and assigned weekly tasks
- Created publicity strategy and managed the magazine's social media accounts and website content
- Wrote PSAs, press releases and feature articles to promote *The Auburn Circle*
- Planned and executed launch parties for the fall and spring issues of the magazine

### **Samuel Ginn College of Engineering, Auburn, AL**

*Editorial Assistant (September 2013- December 2013)*

- Wrote press releases and the copy for marketing materials
- Wrote donor, sponsorship and organizational letters to alumni and prospective students
- Edited press releases, features and newsletters

### **Nossi College of Art, Nashville, TN**

*Social Media Intern (May 2013- August 2013)*

- Crafted a social media calendar and managed Nossi College of Art's social media and blog posts
- Wrote press releases, graduation announcements and scholarship announcements
- Assisted with student groups and helped with organization projects

### **Maple Human Development, Auburn, AL**

*Marketing Intern (April 2012- Dec. 2012)*

- Assisted in creating a marketing strategy to promote Dr. Maple's two eBooks, *Career?* and *The Mousetrap Incident*
- Proofread the manuscript and provided feedback for *Career?* before it was sent to the publisher
- Contacted media outlets and educational institutions in order to garner publicity for the eBooks

## ACTIVITIES & HONORS

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- Omega Phi Alpha National Service Sorority (PR Chair '12-13)
- Public Relations Student Society of America
- Public Relations Council of Alabama 2013 Student Medallion Award Winner
- Tutored athletes for Auburn University Athletics (Fall 2012)
- Member of the National Society of Collegiate Scholars

## SKILLS

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**Technical:** AP Style, Adobe Creative Suite, Qualtrics, Wordpress, HTML coding, Hootsuite and social media platforms

**Personal:** Creative writer, team leader, strong written and verbal communication skills and experienced researcher