

Alyssa Bileschi

CONTENT MARKETING | DIGITAL STORYTELLING | COMMUNITY ENGAGEMENT

 alysabileschi@gmail.com  alysabileschi.com

WORK EXPERIENCE

DiMarco Group

December 2022 - present

Marketing Manager

- Functioning as the lead for all marketing, communication, and advertising campaigns for a DiMarco Group property
- Content creation, scheduling, and tracking for paid and organic social media and email marketing
- Copywriting and promotional planning for events and products
- Engaging community partnerships and sponsorships
- Managing communications, project timelines, and campaign performance for agency-related tasks

Memorial Art Gallery of the University of Rochester

May 2019 - October 2022

Director of Marketing & Engagement (*promotion*)

- Implemented brand promotion and marketing plans for all museum areas to strategize on audience analysis, branding, marketing channels, and expenses
- Set annual goals and objectives in accordance with the museum's strategic plan
- Oversaw the function of the department, team members, and cross-departmental collaboration as a Senior Staff member
- Managed deadlines involving receipt of content and proofreading of final products

Senior Marketing & Engagement Manager

- Managed all content aspects of print and digital (organic and paid) marketing, including planning, photography, copywriting, scheduling, and tracking insights
- Integrated paid and organic social media campaigns promoting memberships, art classes, events, fundraising initiatives, and general awareness
- Identified and executed programming to encourage the participation of diverse audiences

FREELANCE WORK EXPERIENCE

B. Brand House, Social Media Manager

October 2023 - present

Livingston County Tourism, Contributing Writer

November 2022

Red Jacket Orchards, Digital Marketing

May 2019 - April 2021

EDUCATION

Nazareth University

B.A. Communication and Media

Minor in Digital Marketing and Design

Rochester, NY

3.99 Cumulative GPA

- Summa Cum Laude
- Lambda Pi Eta, National Honor Society for Communications
- Phi Kappa Phi, All Discipline Honor Society

VOLUNTEER EXPERIENCE

American Advertising Federation of Greater Rochester July 2022 - December 2023

Board of Directors, Vice President

- Worked with the President and VP of Finance & Membership to ensure financial solvency
- Led the Education Co-Chairs in planning for college and university partnerships and student-oriented events
- Supported the President in carrying out the annual vision

Board of Directors, Events Co-Chair

- Planned engaging community events for membership and the general public

Rochester LGBTQ+ Together

May 2022 - September 2023

Executive Committee Team Leader & Secretary

- Met with the Executive Committee to discuss significant needs and updates to inform decision-making for the group
- Photographed and managed tabling at in-person events
- Led the group in the Rochester Pride Parade

SKILLS

Digital marketing, social media, email marketing, project management, senior team leadership, rapid response communications, copywriting, proofreading, content creation, SEO, marketing analytics, strategic planning, trend research, event planning

SOFTWARE/PLATFORM KNOWLEDGE

Basecamp, Mailchimp, Constant Contact, Google Workspace, Microsoft 365, Blackbaud Altru, Adobe Lightroom, Adobe Premiere Pro, Adobe InDesign, Adobe Photoshop, Zoom, Canva, SproutSocial, LaterApp