



ALYSSA WEST

AWEST0993@GMAIL.COM | 850-218-5138
CHICAGO, IL. 60626

EDUCATION

ELMHURST COLLEGE
MASTERS OF SCIENCE:
DATA SCIENCE

FLORIDA STATE UNIVERSITY
BACHELORS OF ARTS:
CREATIVE WRITING,
BUSINESS

SKILLS

SQL
Google Analytics
Google Tools
SEO Keyword Optimization
Social Media Analytics
Email Deliverability
B2B and B2C Content
Basic HTML and CSS
Data Analysis
Technical Writing
Strategic Planning
Management and training
Troubleshooting
Workflow optimization
Data quality assurance processes

WORK HISTORY

Structured Data Specialist Tribune Publishing 03/2018 - CURRENT

- Run queries and searches using SQL to navigate data and move records among databases for editorial review and customer delivery.
- Manage over 600 sites, troubleshooting issues with automation, editorial changes, and website changes to ensure accurate, readable output from web scraping tools.
- Document workflow and identify the most productive procedures to improve overall functionality.
- Collaborate with contributors and departments to manage customer accounts, establish and configure content delivery, and support platforms and feeds.
- Spearheaded project collecting all stories shared across platforms over the last year to better inform marketability of content moving forward.
- Optimized quality of data by developing and continuously improving data collection and automated upload strategies.
- Validated incoming data against quality standards to eliminate irrelevant or unusable information.

Email Marketing Manager VCN Media 04/2017 - 03/2018

- Increased profits by 10% in six months by optimizing email content and advertising placement across web and email platforms.
- Worked with advertisers to manage budgets, branding and create click-worthy content for our over 350,000 users.
- Increased social media following by 15% by posting unique articles for the company blog and contributing guest posts to industry sites.
- Optimized ad placements by analyzing clicks and making changes accordingly.
- Created blog with SEO key-worded content to increase viewership across all platforms.
- Aligned activities with corporate objectives by coordinating marketing, sales and IT processes.

Managing Editor Coupon Cabin 03/2016 - 04/2017

- Promoted to Managing Editor within three-months of employment.
- Utilized Google Analytics to analyze changes in keyword ranking and translated those rankings in order to set team priorities.
- Managed and trained in-house and offshore team of editors and content writers.
- Managed and set expectations, as well as supervised task completion from all team members.
- Reviewed and revised team errors.
- Ensured consistent, high-quality, original content across over 2,500 pages.
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.