

Alyssa Borelli

Southborough, MA 01772

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Portfolio: AlyssaBorelli.com

SKILLS & TOOLS

- Strong news and feature writer
- Email campaigns/e-newsletters
- Google Analytics & Docs
- Writing and editing for print and online publications
- Editing (AP Style)
- WordPress, Drupal, basic HTML
- Various email marketing/PR software (Emma, TrendKite, Meltwater)

EXPERIENCE & ACCOMPLISHMENTS

SALES & MARKETING ASSOCIATE

ORGANOMATION • *Berlin, MA (Nov 2017 – current)*

- Authored, designed (worked with creative team) to produce and distribute all marketing collateral, including direct mail, e-newsletters, brochures, print, and digital advertising
- Created and updated content on website with a focus on content differentiation and search engine optimization
- Coordinated photoshoots (with contracted vendor) to provide fresh images to support print and digital marketing initiatives
- Produced (with videographer intern) product demonstration, installation, and special topic videos for YouTube and science community
- Facilitated lead campaigns by following up with leads and tracking results
- Responded to technical inquiries from end users regarding instrument usage, applications, installation, and troubleshooting
- Fostered and supported relationships with customers and distributors through responsive follow-up communications designed to increase customer interest in Organomation's products

GRADUATE ASSISTANT, MARKETING & COMMUNICATIONS

FRANKLIN PIERCE UNIVERSITY • *Rindge, NH (June 2015 – May 2017)*

- Developed story/content ideas for print publications, website, social, and email
- Designed, edited, and authored the weekly [e-newsletter](#) to an audience of 3,000+ students, faculty, staff, trustees, and friends of Franklin Pierce University
- Served as a contributing writer and assistant editor to the [University's bi-annual alumni magazine](#) by developing, writing, and editing compelling content
- Managed the University's branded internal communications, RavenFlash, Twitter account, and four student reporters
- Wrote press releases, updated media lists, responded to media inquiries, directed requests to appropriate persons, and posted news releases to the University's website
- Tracked and generated monthly media reports using PR software, such as Trendkite and Meltwater.

Achievements:

- ❖ Increased average email open rate from 17 percent to 30 percent over a two-year span
- ❖ Awarded the Marlin Fitzwater Center Medallion for Contributions to the Public Discourse by a graduating student

MANAGING EDITOR

The Pierce Arrow Newspaper • Rindge, NH (Fall 2013 – May 2015)

- Oversaw a team of 20 student reporters and section editors
- Co-conducted all staff and executive board meetings and brought article ideas to each meeting
- Recorded article suggestions (on Google Docs) to be shared with staff
- Assisted in assigning articles to various writers/editors
- Enforced deadlines of all editors and was in contact with them through the production process

Achievements:

- ❖ Created a new section that covered Student Government Association affairs; won Best New Feature Article of the Year at the annual Fitzie Awards Ceremony in 2014 and was recognized by the Student Government Association.

ASSISTANT EDITORIAL INTERN

MySouthborough.com • Southborough, MA (Summer 2014 – Fall 2014)

- Assisted editor-in-chief in composing daily content for the Town of Southborough's online news source.
- Published over 64 (news, features, and advertorials) over the course of six months using WordPress.
- Most popular articles: [Southborough Family Seeks Assistance after Loss](#), [Southborough Skate Park to be Completed this Month](#), [New Superintendent to Focus on District and Personal Growth this Academic Year](#).

ADDITIONAL EXPERIENCE

Freelance Writer, *Community Advocate: Westborough, MA* (July 2017 – Current)

Customer Experience Sales Associate, *Old Navy: Marlborough, MA* (Aug. 2009 – Current)

Four Corners Marketing, Pierce Media Group Fellow, *Marlin Fitzwater Center for Communication; Rindge, NH* (April 2014-May 2015)

Reporter/Editor, *The Exchange; Rindge, NH* (Fall 2011 – May 2015)

Special Events Intern, *American Diabetes Association; Framingham, MA.* (Summer 2013)

EDUCATION & MEMBERSHIPS

Education: MBA, Leadership, Franklin Pierce University, Rindge, NH, May 2017

Bachelor of Arts: Mass Communication/Journalism & Media Studies; Minor in Public Relations; Women in Leadership Certificate, graduated summa cum laude, Franklin Pierce University, May 2015

Memberships: Alpha Chi, National Honor Society Member
Lambda Pi Eta, National Communication Studies Honor Society Member
Society of Professional Journalist Member