

Alyssa Borelli

Southborough, MA 01772

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Portfolio: alyssaborelli.com

SKILLS & TOOLS

- Feature/News Writing
- Email Campaigns/E-Newsletters
- Writing and Editing for print and online publications
- Editing/AP Style
- WordPress
- Various email marketing/PR software (Emma, TrendKite, Meltwater)

EXPERIENCE & ACCOMPLISHMENTS

SALES & MARKETING ASSOCIATE

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

- Responded to incoming web, fax and phone inquiries and requests for quotes (RFQ's)
- Responded to technical inquiries from end users regarding instrument usage, applications, installation, and troubleshooting
- Managed all steps of the sales process from quote creation, credit, and follow-up to shipping
- Fostered and supported relationships with customers and distributors through responsive follow-up communications designed to increase customer interest in Organomation's products
- Maintained high closure rate of RFQ's to meet the company's growth objectives
- Interacted with third party contractors and suppliers and met multiple deadlines in a timely fashion
- Created and managed content on the company's website

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.

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)
Managing Editor, *The Pierce Arrow newspaper; Rindge, NH* (Fall 2013– May 2015)
Reporter/Editor, *The Exchange; Rindge, NH* (Fall 2011 – May 2015)
Assistant Editorial Intern, *MySouthborough.com; Southborough, MA*. (Summer 2014- fall 2014)
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