

# Alyssa Morgan

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## Education

### LYCOMING COLLEGE | WILLIAMSPORT, PA

Expected May 2024

Bachelor of Arts Degree in **Corporate Communication** and **Business Administration**

3.5 Cumulative GPA

*Honors: Institute of Management Studies Scholar*

Program dedicated to students who demonstrate an interest in management studies with a declared major or minor in one of the three departments.

*Relevant Coursework:*

- Marketing Principles
- Public Relations
- Advertising
- Business Strategy
- Business Writing
- Trends '24

## Campus & Community Involvement

### MARKETING CHAIR | CAMPUS ACTIVITIES BOARD – LYCOMING COLLEGE

Fall 2021 – Present

- Responsible for managing creative content on social media and around campus to advertise events sponsored by Lycoming's Campus Activities Board.
- Averaged a 73-percent account engagement growth since December 2021.
- Crafted a club SharePoint page through the college website.

### VP STANDARDS & OPERATIONS | GAMMA DELTA SIGMA SORORITY – LYCOMING COLLEGE

2023

- Oversaw risk management chair and assisted the president with administration duties.
- Managed member activity online to ensure they follow sorority guidelines.

### COUNCIL MEMBER | CANTON BOROUGH COUNCIL – CANTON, PA

February 2020 – December 2021

- Youngest elected council member in Canton borough history.
- Served on the Police and Recreation committees to bridge the gap between older council members and younger community members.
- Responsible for approving borough bills and voting on ordinances.

## Work Experience

### DIGITAL MARKETING COORDINATOR INTERN | STEINBACHER, GOODALL & YURCHAK

Spring 2024 – Present

- Assist in the implementation of appropriate strategies, including email campaigns and internal educational materials.

### SOCIAL MEDIA MANAGER | BACK ALLEY BAR & GRILL – WILLIAMSPORT, PA

January 2024 – Present

- Manage and oversee all social media platforms, including Facebook and Instagram, regarding content creation, scheduling, and community engagement.

### TUTOR | LYCOMING COLLEGE

Spring 2021 – Present

Writing Center Tutor

- Provided by-appointment tutoring for students to evaluate and suggest improvement of their writing pieces.

Corporate Communication Tutor

- Worked with students to reinforce understanding of course material.

### TEACHER ASSISTANT | BUSINESS DEPARTMENT – LYCOMING COLLEGE

Fall 2021 – Spring 2023

- Worked closely with Corporate Communication professor to assist in research and student assignments.

### LEASING AGENT INTERN | PARADIGM COMPANIES – ARLINGTON, VA

May 2022 – August 2022

- Established professional relationships with current and prospective residents.
- Maintained relevant documents and records and provided support to residents during the leasing process.