

Alyssa Morgan

Williamsport, PA 17701 | (570) 601-7315 | alyssajmorgann@gmail.com | www.alyssajmorgan.com

Work Experience

Steinbacher, Goodall & Yurchak – Williamsport, PA

Digital Communications Coordinator | May 2024 – Present

- Oversee various firm marketing campaigns, including content creation, list management, and performance analysis.

Digital Marketing Coordinator Intern | Jan. 2024 – Apr. 2024

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

Back Alley Bar & Grill – Williamsport, PA

Social Media Manager | Jan. 2024 – Present

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

Bartender | June 2023 – Present

- Craft specialty cocktails and classic drinks, consistently delivering high-quality beverages to enhance the customer experience.

Lycoming College | Williamsport, PA

Writing Center Tutor | Jan. 2021 – Jan. 2024

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

Corporate Communication Tutor | Jan. 2021 – Jan. 2024

- Worked with students to reinforce understanding of course material.

Teacher Assistant, Business Department | Aug. 2021 – Aug. 2023

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

Education

Bachelor of Arts in Corporate Communication, Business Administration

Minor in Creative Writing

Lycoming College, Williamsport, PA

Certifications

Google Digital Marketing & E-Commerce

Technical Skills

- Project Management
- Copywriting
- Proficiency in Adobe Creative Suite, Microsoft Office, Apple iWork Suite