

ALYSSA BITSIE

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SUMMARY

Purpose-driven strategic communications professional with 5+ years of experience in executing digital storytelling initiatives and copyediting and writing long-form and short-form content for digital platforms. I have a proven track record of persuasive messaging while upholding brand consistency across digital channels.

WORK EXPERIENCE

Rhododendron Species Botanical Garden, Marketing & Outreach Manager
📅 Sept. 2024–Mar. 2025

- Strategized content plans and email campaigns to boost awareness and increase visitor engagement.
- Drafted, edited, and distributed strategically aligned and visually appealing digital content to enhance online presence.
- Crafted print and digital marketing materials to promote events and reinforce branding and messaging.
- Led a high-impact volunteer program and managed 1,100+ garden memberships, ensuring seamless registration, renewals, and member communications.
- Served as media spokesperson, coordinated PR efforts, and secured local earned media, fostered community relations, visibility, and conservation efforts.

Native Forward Scholars Fund, Marketing & Communications Specialist
📅 Apr. 2022–May 2024

- Produced advocacy driven communication strategies, increasing scholarship applications by 28%.
- Led an editorial team in developing and strategizing impactful stories that elevated voices and highlighted news across Indian Country.
- Reduced costs by 6% through strategic vendor research and budget optimization.
- Drafted compelling content, including student profiles, press releases, email campaigns, and annual reports.
- Developed reports on KPIs and social media metrics for board presentations and key stakeholders.

KRQE News 13, Digital Producer
📅 Jan. 2020–Jan. 2022

- Increased click-through rates by implementing SEO strategies and analyzing digital traffic. Produced quick-turn multimedia news content with journalistic integrity.
- Oversaw and curated social media accounts to ensure a professional and engaging online presence.

CAREER HIGHLIGHT

2021 New Mexico Broadcasters Association Award

Contributed to the digital team's award-winning website, KRQE News 13

TOOLS & SKILLS

Strategic Communication Planning

Digital Marketing and Email Campaigns

AP Style and Fact Checking

D2C Sales

Multimedia Content Creation (Photography, Videography)

Social Media Management & Analytics

Brand Alignment and Messaging

Copywriting, Editing, and Proofreading

Communication Tools: Microsoft Office, WordPress, Hootsuite, Adobe Creative Suite, Canva

Project Management & Cross-Team Collaboration

EDUCATION

MA in Strategic Communication & Digital Strategy

Magna Cum Laude
University of Oklahoma


BA in Journalism & Mass Communications

- Pitched, reported, and collaborated with newsroom to produce high-quality digitally optimized stories with accessible content tailored for diverse audiences.
- Responded to time-sensitive events with crisis communication strategies.

Cum Laude
University of New Mexico

AA in Liberal Arts
Central New Mexico Community College

United States Navy, Aviation Structural Mechanic

 Apr. 2012–May 2021

- Performed maintenance on hydraulic power systems for multiple aircraft, ensuring operational efficiency and addressed quick-turn discrepancies.
- Mentored 10+ junior sailors on regulations, policies, and procedures, enhancing team performance.
- Supported global relations and internal communications by effectively interacting across diverse cultures during deployments.
- Improved departmental efficiency through detailed record-keeping and after-action reporting.
- Responded to dynamic and urgent operational requirements with precision and professionalism.