

Alyssa Lynn Malmquist

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alyssalynnmalmquist.journoportfolio.com

Education

The University of Massachusetts, Dartmouth- Charlton College of Business

Dartmouth, MA

Bachelor of Science Degree in Business Marketing

May 2014

Work Experience

AllWays Health Partners

Dec. 2020-Present

Freelance Digital Content Specialist

- Curate, write, and edit content for email and social campaigns through Hubspot
- Build brand's voice by crafting blog posts with concise, consistent, modern messaging

Bouvé College of Health Sciences at Northeastern University

Oct. 2020- Dec. 2020

Freelance Copywriter

Boston, MA

- Write, edit, and optimize web copy as part of an 8-week website redesign project

Unidine Corporation

Jan. 2020 - June 2020

Marketing Communications and Content Manager

Boston, MA

- Strengthened Unidine's brand and voice through creative story-telling and developing consistent audience-appropriate communications
- Wrote and edited original B2B and B2C content for website, blog, email, video, social, advertisements, press releases, white papers, case studies, thought leadership pieces, as well as all internal communications
- Developed and implement content strategy and calendar, and monitor and report on social media analytics

College of Arts, Media, and Design at Northeastern University

Nov. 2019- Jan. 2020

Freelance Copywriter

Boston, MA

- Produced original, creative content for blog, social media, newsletters, and emails

Cengage

July 2019- Nov. 2019

Freelance Marketing Copywriter

Boston, MA

- Wrote and edited B2C copy for web, social, mobile, and print marketing materials
- Collaborated with internal clients, web, and creative teams to achieve goals based on company branding and content guidelines

Qeepsake

March 2019 - July 2019

Freelance Email Marketing & Social Media Coordinator

Remote

- Devised, implemented, deployed, and measured multi-part email and text message campaigns oriented toward getting members to complete certain actions, such as: upgrading to a paid membership, ordering a Qeepsake Book, using specific features within Qeepsake, getting friends to use Qeepsake, etc.
- Developed and launched a micro-influencer ambassador program to build a social media presence
- Monitored and reported on social media analytics
- Lead in writing short, compelling, informative, and on-brand content for email, SMS, and social media posts
- Designed simple and visually appealing on-brand creative imagery using Canva

Bristol Farms

June 2018 - Aug.2018

Freelance Digital Coordinator

Carson, CA

- Updated and maintained company website including blog posts through WordPress
- Wrote copy for all digital channels and in-store signage
- Created email collateral through InDesign and Photoshop
- Presented campaign strategy and results/analysis in corporate meetings
- Collaborated with local vendors for cross-promotional digital campaigns

Generate Followers

Aug. 2017 - Oct. 2017

Freelance Social Media Coordinator

Marina Del Rey, CA

- Created content for client's social media channels (Instagram, Facebook, Pinterest & Twitter) to drive engagement
- Planned social content across three footwear brands (Kelsi Dagger, Pour La Victoire, and Rocket Dog) through Hootsuite
- Created and optimized Facebook and Instagram Ad campaigns

Wyldside Media

March 2017- April 2017

Casting Associate

Hollywood, CA

- Assisted casting producer for Bravo series by managing outreach, conducting interviews and creating pitch sheets

Five Star Senior Living

May 2015 - Feb. 2017

Web Marketing Assistant

Newton, MA

- Wrote copy for press releases, web, and corporate blog
- Created and managed web content for each community website (270+)
- Measured and managed quality assurance and accessibility for community websites
- Supported the marketing department in digital marketing strategy
- Developed creative and functional methods that improved user experience
- Edited and generated copy used for both internal and external marketing materials
- Monitored and updated corporate social media accounts (Facebook, Twitter, YouTube, Google+)

The TJX Companies

June 2014 – Jan. 2015

Allocation Analyst

Framingham, MA

- Created and communicated weekly shipping strategies to identify business opportunities
- Partnered with department, buyers, counterparts, and peers to review business
- Utilized samples to critique merchandise and communicate findings to department and buying team