

Alyssa Gay

Social Media &
Digital Marketing Expert



Expertise

Social Media Optimization

Search Engine Optimization

Email Marketing

Writing & Editing

Marketing Plan Creation

Analytics & Reporting

Event Planning

Production

Technical Skills & Certifications

Adobe Creative Suite

WordPress | SquareSpace

Hootsuite Certified | May 2016

Buffer App

MailChimp | ConstantContact

Google Analytics

Tableau

Nice to Meet You!

I've always had a passion for sharing stories & helping people. After studying communications, I found a passion in helping businesses & individuals update their communication practices through social media & digital marketing.

Experience

Alyssa Gay Consulting | January 2018 - Present

Owner-Operator

- Social media & digital marketing for clients including: content creation, community & website management
- Management of multiple client accounts

Two Stories Media | May 2017 - Present

Marketing Coordinator

- Social Media Management, including scheduling & content creation
- Website Content Management, including writing blog posts
- General marketing duties, including contacting potential clients, vendors, creating proposals, etc.

Authority Insurance | April 2016 - April 2018

Customer Service Representative, 4-40 License

- Social Media Management of two agencies' respective accounts
- Assist customers with general insurance needs & understanding of policies & options
- Assist senior agents with quotes, underwriting issues, & policy changes

Florida House of Representatives | October 2015 - April 2016

Executive District Secretary

- Managed social media accounts in order to keep followers apprised of upcoming events & issues
- Helped constituents navigate issues & concerns during the legislative session
- Performed various office writings including editorials, newsletters, & letters on behalf of the Representative

Updog Studios/Inspiration Academy | February 2014 - October 2015

Executive Assistant & Associate Producer

- Production budgeting, management, casting, scheduling, craft services, location scouting, etc.
- Planning and execution of annual film festival (Budget: \$50K) & concert (Budget: \$100K)

Education

University of Florida

April 2017

Bachelor of Arts

Telecommunications

State College of Florida

May 2015

Associate in Arts

General Studies

Contact

941.920.3340 | alyssa@alyssagay.com

alyssagay.com

[Facebook](#) | [Instagram](#) | [LinkedIn](#)