

ALYSSA SOTIROS

Adaptable • Reliable • Successful

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PERSONAL SUMMARY

Emerging Media and Public Relations student with excellent communication and interpersonal skills. A diligent, reliable worker with an eagerness to learn and a drive to succeed. A curious, natural problem solver who intentionally fosters a professional, collaborative and goal oriented atmosphere.

EDUCATION

Belmont University, Nashville, TN

2019 - December 2023

Bachelor of Science in Emerging Media

Minor in Public Relations

- GPA: 3.94
- Specialized Coursework: Strategic Communication, Media Ethics, Entrepreneurship, Public Speaking
- Special Projects: Business development, data science and visualization, campaign management
- PR Campaign Projects: L'Oréal Brandstorm 2023, ICCO PR World Cup 2023, Senior PR Capstone

PROFESSIONAL STRENGTHS

Detail-Oriented - Analytical - Creative - Empathetic - Quick Learner - Excellent Communicator
Critical Thinking - Entrepreneurial Minded - Leader - Motivated - Cooperative - Organized - Efficient

RELEVANT EXPERIENCE

PR Intern

August, 2023 - Current

Kore PR - Nashville, TN

- Pitched media placements, securing clients press on news stations, podcasts and blogs
- Wrote press releases and articles for clients that were pitched to media outlets
- Generated press lists for each client that would expand their reach and viewership
- Worked on, developed and executed multiple strategic communication campaigns

Publicity Intern

September, 2021 - January, 2023

Copper Fox Art Gallery - Leiper's Fork, TN

- Created promotional content; wrote immersive product copy; coordinated, promoted and facilitated gallery events; maintained company website; generated and completed sales; designed product displays; assisted with art and artist selection; maintained positive and beneficial relationships with artists and guests, created an inviting environment for guests

Executive Director of Fundraising

August, 2022 - September, 2023

Executive Director of Social Media and Marketing

January, 2022 - August, 2022

The Wishes Foundation - Nashville, TN

- Head of social media and promotion; created, coordinated and promoted intentional, mission-focused campaigns and fundraising events; expanded volunteer base by 153.3%

Marketing Intern

June, 2022 - August, 2022

HOBO - Maryland

- Worked on creative, e-commerce, marketing, merchandising and design teams
- Managed social media and influencer tracking, scheduling, gifting and research
- Independently developed and pitched a marketing plan for the implementation of a customer loyalty program to executives

Disney College Program

February, 2022 - May, 2022

The Walt Disney Company - Orlando, FL

Cast member at *Everything Pop*

- Attended events, seminars and learning experiences lead by current Walt Disney Executives
- Provided superior customer service and maintained a clean, inviting and immersive environment for guests

Public Relations Associate

August, 2021 - February, 2022

Tower Creative Communications - Nashville, TN

- Developed and executed intentional campaigns and events from start to finish; created promotional content for diverse clientele; managed project budgets; conducted market research; ran promotional tables; personally engaged our audience; collaborated with local organizations

SKILLS

Social Media: Instagram, TikTok, Facebook, Twitter, Snapchat, Zoom

Other: Adobe Creative Suite, Microsoft Suite, Google Applications, Wix, Squarespace, Canva, Tableau