

ALYSSA NAPIER

Advertising & Strategic Communication

 Alyssa-L-Napier

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WORK EXPERIENCE

Sales Associate, Keyholder (TAP)

Victoria's Secret, September 2024 - Present

- Increased sales by delivering personalized customer experiences and using strategic upselling and product recommendation strategies.
- Executed shipment and floor set updates with precision, ensuring store readiness and strong presentation.
- Onboarded and coached new team members while providing reliable leadership to drive smooth daily operations.

Brand Ambassador

The Solar Cowboys, April 2024 - June 2024

- Proactively engaged potential customers to generate leads and identify interested audiences.
- Applied strong product knowledge and clear value framing to persuade potential customers and spark interest.
- Booked and followed up on consultations, increasing customer engagement and supporting sales conversion.

Shift Lead, Marketing & Party Coordinator

Gotcha! Arenas, November 2021 - July 2023, July 2024

- Oversaw shifts and ensured smooth day-to-day operations in owners' absence.
- Adapted to roles including hosting events, safety marshaling, and cashiering to keep operations seamless.
- Drove marketing efforts by developing campaign ideas and creating online and in-store promotional materials.
- Managed the full lifecycle of the birthday party program, including booking, staffing, vendor coordination, and production of party materials to ensure high-quality customer experiences.

EDUCATION

The University of Oklahoma

Pursuing a B.A. in Advertising; M.A. in Strategic Communication; Digital Marketing Minor

Green River College

Associate of Arts Degree

CERTIFICATIONS

Google Analytics Certification | *Google*

Digital Marketing Foundations | *LinkedIn*

Digital Marketing Tools: Create a Marketing Campaign from Start to Finish | *LinkedIn*

Digital Marketing Certificate | *HubSpot*

INVOLVEMENT

- NSAC & Ad Club (AAF)
- Campus Activities Council Concert Series
Vice Chair of Co-Programming
- OU Club Tennis

SKILLS

- **Effective & Persuasive Communicator**
- **Responsible, Flexible, & Eager to Learn**
- Leadership, Event Management, & Organization
- Problem Solving, Strategy, Creative Thinking
- Experience in Customer Service & Client Relations
- Adobe Creative Cloud, Microsoft Office, MRI Simmons, Qualtrics, SPSS, R, Google Analytics

ADDITIONAL EXPERIENCE

Collaborated with real-world clients:

- **NFL (NSAC)** | Contributed to all aspects of the campaign, leading data collection and media planning, and supported the presentation, creative, and strategy.
- **Honda** | Currently supporting all aspects of the campaign, with a primary focus on strategy, quantitative research, media planning, and creative development.
- **Snickers** | Led a nine-person media campaign, managing workflow, analyzing MRI Simmons data, creating budgets, and supporting creative and strategic development.

Completed additional coursework in Media Psychology, Digital Advertising, Social Media Marketing, Photojournalism, and other graduate-level advertising and communication classes.