

ALYSSA NAPIER

Advertising & Strategic Communications



Alyssa-L-Napier



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WORK EXPERIENCE

Media Intern

VI Marketing & Branding, May 2026 - July 2026

- Developed strategic media plans for multiple client accounts using audience research, geotargeting, and budget allocation to achieve campaign objectives.
- Analyzed Google Ads performance to deliver insights, reporting, and optimization recommendations.
- Collaborated with Ad Operations to QA campaign builds, manage budget tracking, and maintain documentation to support accurate campaign execution.

Sales Associate, Keyholder (TAP)

Victoria's Secret, September 2024 - July 2026

- Increased sales by 15% through personalized customer engagement and strategic product recommendations.
- Executed visual merchandising for dozens of floor sets and product launches to enhance brand presentation.

Brand Ambassador

The Solar Cowboys, April 2024 - June 2024

- Generated leads through targeted customer engagement, contributing to multiple \$30K+ sales.
- Nurtured leads through consultation scheduling and follow-ups to support customer acquisition and conversion.

Shift Lead, Marketing & Party Coordinator

Gotcha! Arenas, November 2021 - July 2023

- Directed 50+ marketing initiatives by creating campaign concepts and digital and in-store promotional materials.
- Managed booking, staffing, and execution for 250+ birthday parties, ensuring seamless event operations.
- Coordinated schedules for 20+ employees while supporting event operations, safety, and customer service.

EDUCATION

The University of Oklahoma

M.A. Strategic Communication | *Expected May 2027*

B.A. Advertising, Minor in Digital Marketing | 2026

Summa Cum Laude | Accelerated BA/MA Program

Green River College

Associate of Arts Degree | 2023

ADDITIONAL EXPERIENCE

- **NFL (NSAC)** | Led quantitative research and media planning while contributing to campaign strategy, creative development, and client presentations.
- **Honda** | Developed a full-scale campaign centered on data-driven media strategy and planning, quantitative research, and creative execution.
- **Snickers** | Led a nine-person media campaign, managing workflow, consumer data analysis, budgeting, and strategic development.

SKILLS

- **Media Strategy, Campaign Planning, Audience Research, Quantitative Research**
- Adobe Creative Cloud, Microsoft Excel, Microsoft Office, Google Analytics (GA4), Google Ads, MRI Simmons, Qualtrics, SPSS
- Client Relations, Strategic Communication, Presentation Skills
- Leadership, Event & Project Management
- Strategy, Creativity, Problem Solving

CERTIFICATIONS

Google Analytics Certification | *Google*

Google Ads Display, Search, Apps, and Measurement Certifications | *Google*

Digital Marketing Foundations | *LinkedIn*

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

Digital Marketing Certificate | *HubSpot*