

alissa howard

Education

Bachelor of Arts
Trinity University
San Antonio, Texas

Majors

Communications
& Studio Art

Minor

Art History

5- time GDUSA

Award Winner

Branding
Direct Mail
Brochures/Collateral
Packaging
Posters

Special Skills

Strategic Communications
Messaging / Copywriting
Editing
Social Media
Microsoft Office Suite
MailChimp / Constant Contact
Adobe Creative Cloud
Wordpress / Squarespace
+ more

References +

Additional Info

References, Writing,
& Design Portfolio
available upon
request

alissa.c.howard@gmail.com

STRATEGIC COMMUNICATIONS, MARKETING & BRAND MANAGER

Davis Vision • Sales Operations Manager • Sep. 2016 - Present

Managed a team of 6 in responding to RFPs for group vision coverage. More than doubled Proposal-related sales from 2016 (\$16,145,947) to 2017 (\$37,683,830). Utilized design & marketing background to better sell & communicate the brand. Completed a total database overhaul (500+ questions) to ensure brand & messaging consistency.

Davis Vision • Multimedia Marketing Manager • Nov. 2014 - Sep. 2016

Develop, implement, & maintain brand standards across multiple platforms - print, social, & web, for both B2B & B2C audiences. Plan & design strategic, cohesive collateral & marketing campaigns. Provide project management, creative direction, copy / content creation, & graphic design. Led several internal process improvement initiatives to increase internal efficiencies & reduce costs.

Concert for the Cure Foundation • VP of Marketing • Aug. 2011 - May 2016

Provide local press & media support, guidance & strategic insight for ongoing marketing & fundraising campaigns for Concert for the Cure, an annual concert that raised over \$180,000 for Camp Discovery, a Texas summer camp for children affected by cancer. Designed & implemented social campaigns, websites, & event promotion collateral.

Airrosti • Business Development Account & Brand Manager • Sep. 2013 - Oct. 2014

Manage the brand & partner with the sales team to sell new business. Plan all incoming & outgoing projects for strategic growth & business development. Provide art direction, strategic oversight, & create content. Ensure the utilization of appropriate marketing & communication materials to grow new & existing client relationships.

Robot Creative • Social Media Manager • Apr. 2013 - Sep. 2013

Began as the first member of the agency's new department. Helped create & maintain social media accounts & usage guidelines for various clients including a Greek restaurant, a suit designed for shark diving, an arena football team, & more.

Airrosti • Social Media Manager & Graphic Production Artist • Jun. 2012 - Apr. 2013

Designed & produced a wide range of marketing materials as support for Business Development, Management, HR, Practice Operations, etc. Devised weekly recurring posts & strategic plan to grow audience via social media channels.

San Antonio Children's Museum • Marketing Associate • Jun. 2011 - Jun. 2012

Designed internal & external marketing materials including press releases, advertisements (print & online), & more. Managed social media accounts, & email database to create & send e-newsletters. Pulled & compiled reports on coupon usage, visitor entry, visitor analysis, member spending, & more. Manage & edit the museum website, sakids.org.

Robot Creative • Intern • Jan. 2008 - May 2009

Performed market research on local businesses as potential clients. Organized & collected information from local galleries in San Antonio's South Town area to create a comprehensive guide for art collectors visiting the area.