

ALYSSA RUETER

• Marketing and Communications •

ABOUT ME

I am a hardworking and creative professional with well-developed marketing skills and a desire to continue learning. I have 5+ years of experience and I am looking to move to the next level of my career.

EDUCATION

2012 - 2016 • Baylor University
Summa Cum Laude • Bachelor of Arts
in Journalism, Public Relations & New Media
with a focus on Public Relations
Minor in Media Management

EXPERIENCE

March 2021 - present **Lutheran Sunset Ministries - Clifton, Texas (remote)**

Marketing Director - Contract

- Manage marketing budget
- Create ads for print and web
- Maintain relationships with media and vendors
- Make and implement a crisis communications plan
- Manage social media accounts, including Facebook
- Design and order promotional items
- Write and design content for web and print collateral, including quarterly newsletters
- Collaborate with executive team on marketing strategies

January 2021 - present **Presbyterian Children's Homes and Services - Austin, Texas**

Digital Content Manager

- Continue responsibilities as outlined in Digital Content Coordinator role
- Supervise social media content creation and launch TikTok account
- Create email and social media marketing strategy
- Onboard and mentor new Digital Content Coordinator
- Produce video and photo content agency-wide, including the first in-house fundraising video shown at major fundraising events
- Maintain relationship with website vendor
- Create comprehensive digital campaigns for online fundraisers
- Create and maintain paid social media advertising strategy
- Build and sustain interpersonal relationships with key internal collaborators across Texas and Missouri, including the executive team

October 2016 - December 2020 **Presbyterian Children's Homes and Services - Austin, Texas**

Digital Content Coordinator

- Managed all social media accounts (Facebook, Twitter, LinkedIn, YouTube) and launched an Instagram account
- Created and managed the agency's Google Ads account
- Supported online fundraising campaigns with digital content
- Wrote and designed feature stories for the website and all emails
- Maintained website and assisted in major website redesign

SKILLS

Graphic Design

Website Management

Writing and Editing

Adobe Creative Suite

Email Marketing

Data Analysis

Photography/Videography

Google Analytics/Ads

Print and Digital Advertising