



ALYSSA SHAPPER

DIGITAL MARKETING DIRECTOR

I am a creative professional with 7+ years of experience in digital marketing, project management, advertising, system management, pr, and more!

CONTACT

- ✉ avalentin0618@gmail.com
- ☎ 732-668-5043
- 📍 Boynton Beach, FL
- 🌐 avdigitalcreations.com

SKILLS

Digital Marketing	★★★★★
Social Media Marketing	★★★★★
Video Production	★★★★★
Content Marketing	★★★★★
Public Relations	★★★★★
Brand Management	★★★★★
Salesforce & Systems	★★★★★

RELEVANT EXPERIENCE

NATIONAL DIRECTOR OF MARKETING

Banyan Treatment Centers | Jan 2016 - present

- Oversee the entire digital team on strategies regarding social media marketing, video production, email marketing, communications, SEO, SEM, local marketing, PR, & more.
- 30 social accounts | 15 websites | 50+ brochures
- Built and manage Salesforce & Call Tracking Systems for entire organization.

MARKETING ANALYST / BUSINESS DEVELOPMENT

The Treatment Center of PB | Dec 2013 - Jan 2016

- Produced all reports regarding marketing efforts
- Strategized with team on new campaigns
- Built relationships with referral sources to exchange business.

REFERENCE

NEIL KAPLAN - VP OF ADVERTISING
 Banyan Treatment Centers
 954-336-9542

EDUCATION BACKGROUND

AA BUSINESS MARKETING MANAGEMENT

Palm Beach State | May 2011 - Jul 2015

GOOGLE DIGITAL MARKETING CERTIFICATION

