

Alyssa L. Davis

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EDUCATION

Master of Business Administration, Centenary College of Louisiana

Bachelor of Science, Centenary College of Louisiana

Major: Business Administration; Minor: Political Science

WORK EXPERIENCE

Director of Annual Giving & Development Communications, Centenary College of Louisiana July 2023-Present

- Planned and executed Giving Day initiatives, increasing donor participation by 87%
- Orchestrate marketing strategies and appeals for College's \$50 million capital campaign
- Produce an annual plan of operation for annual giving, establishing quantifiable goals and objectives for fundraising success

Head Volleyball Coach, Word of God Academy April 2024 - Present

- Efficiently manage team budget, allocating resources to equipment, travel expenses, and facilities
- Direct all aspects of team operations, including training schedules and game strategies, resulting in improved team performance and morale
- Foster a competitive and supportive environment for athletes to excel

Social Media Manager, Freelance January 2021 - December 2023

- Developed and implemented social media strategies and campaigns for various clients
- Managed and curated content calendars, ensuring timely and consistent posting
- Utilized analytics tools to track and analyze key performance metrics, providing actionable insights for campaign optimization

Assistant Director of Alumni & Family Relations, Centenary College of Louisiana August 2022 - June 2023

- Effectively oversaw social media platforms through strategic marketing plan presentations, content creation and editing, and analysis of engagement
- Organized and executed social and philanthropic events, ensuring seamless planning and coordination
- Composed and distributed communication materials to foster connections with administration, alumni, donors, faculty/staff, and current students

New Student Coordinator, Centenary College Student Experience March 2021 - August 2022

- Produced compelling content to support effective marketing efforts for the College
- Provided supervision and guidance to a team of approximately 46 student mentors, overseeing their training
- Established strong connections with new students and families

Manager, Centenary College Fitness Center August 2018 - July 2022

- Supervised employees and devised work schedules to optimize productivity
- Fostered and nurtured relationships with guests, prioritizing customer satisfaction and securing positive experiences
- Assisted the Assistant Athletic Director in the seamless daily operations of the department

Head Ambassador of Marketing, Centenary College Admissions August 2020 - May 2022

- Developed comprehensive marketing strategies for the College's social media platforms
- Recorded data to maintain an up-to-date system
- Accomplished various administrative tasks with efficiency and precision

*Law Firm – Office Assistant, **Weiner, Weiss, and Madison*** January 2021 - July 2021

- Proactively assisted attorneys in meeting deadlines and maintaining organized case files
- Developed strong communication and coordination skills by effectively interacting with various stakeholders
- Adapted quickly to changing priorities and handled multiple tasks simultaneously

*Marketing Intern, **Dress for Success*** January 2021 - June 2021

- Managed the marketing department for the on-site location, guaranteeing smooth operation and achieving desired outcomes
- Researched local job openings that were available for clients, providing valuable information and opportunities
- Helped clients style business attire to make a professional impression

*Volleyball Coach, **Rocketfuel Volleyball Club*** November 2018 - March 2019

- Instructed athletes through private lessons and practice sessions, imparting valuable skills and knowledge
- Formulated practice plans and effectively organized training sessions to enhance athletes' performance
- Maintained accurate and organized records of forms and waivers to ensure compliance with club regulations

CERTIFICATIONS

Google Project Management, Meta Digital Marketing Associate, HubSpot Social Media Marketing

SKILLS

Microsoft Suite, Google Suite, Campus Lab – Engage, Social Media Platforms (Meta, X, Pinterest, TikTok, LinkedIn, Snapchat, YouTube), Canva, Hootsuite, Blackbaud, Adobe Photoshop

REFERENCES

Julianna Woodruff, Founder, J. Modeling Agency & Former Director of HR, Horseshoe Casino 318.422.7443

Jeremy Johnson, Marketing Professional & Founder, Jeremy Johnson Design 318.286.3872

Katie Chopin, Centenary College Director of Alumni & Family Relations 318.393.9609