

Alyssa (Aly) Svinte

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EDUCATION

University of South Carolina Columbia, South Carolina

B.A. in Journalism & Mass Communications
Major: Public Relations
Minor: Business Administration
3.84 GPA - Graduation May 2022

LEADERSHIP

VP of Public Relations

Kappa Kappa Gamma

University 101 Peer Leader

University of South Carolina

Student Ambassador

UofSC School of Journalism

Marketing Director

UofSC Swype Dance Organization

Morale/Ignite

UofSC Dance Marathon

AWARDS

- Gamecocks Stand Up Hero Award
- President's Honor List (2 semesters)
- UofSC School of Journalism Scholar
- Dean's List (7 semesters)
- UofSC CreateAthon Runner up
- The International Association of Business Communicators Michael Wilkerson Scholarship

SKILLS

Strategic Campaign Development

Social Media Marketing & Analytics

Media Relations

Adobe Creative Cloud

Photography

Video Production

Copywriting

PROFESSIONAL EXPERIENCE

Digital Marketing & Content Intern | Spruce Strategies

Columbia, South Carolina | August 2021 - Jan 2022

- Created targeted digital media plans for clients and acted as lead videographer, photographer and editor for all photo shoots and Instagram reels.
- Utilized analytics to optimize social media tactics resulting in a +65% increase in engagement.
- Designed content calendars including copywriting and post scheduling.

Founder & Freelance Photographer | Alysvinte.jpg Photography

Columbia, South Carolina | January 2017 - Present

- Communicate with clients in a timely manner to handle booking, pricing and scheduling.
- Actively engage with clients during shoots, catering to individual needs to create a comfortable atmosphere while operating a Canon EOS R camera.
- Execute all editing in a timely manner, delivering digital copies of photos to clients at or before expected deadlines.

Communications Intern | State of South Carolina Office of Regulatory Staff

Columbia, South Carolina | Summer 2021

- Produced television PSAs for the SC Equipment Distribution Program, reaching an audience of over 2.5 million residents.
- Developed a year-long paid social media campaign within budget framework.
- Formulated 200+ social media posts for state agency social media using Hootsuite.
- Designed, wrote and published 12 internal and external newsletters for the SC Energy Office and Office of Regulatory Staff using Constant Contact.

Public Relations Intern | Phase 3 Marketing & Communications

Charlotte, North Carolina | Summer 2020

- Wrote strategic press releases and social media content for technology and hospitality clients.
- Maintained client editorial recaps and built media databases and lists using Cision.
- Conducted market research to develop, recommend and execute strategies that resulted in desired client outcomes.

UofSC CreateAthon | 24 hour Campaign Development for Nonprofits

Columbia, South Carolina | November 2019

- Selected by journalism school professors as one of two sophomores to participate.
- Embraced a leadership role in a team that created and presented a complete campaign for a national nonprofit.
- Awarded runner up of the entire competition due to exceptional effort and client feedback.