

# *Alysia Pope*

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## Education

### **Illinois State University**

Bachelor of Science, May 2012, GPA: 3.5/4.0  
Communication Studies Major, Organizational Communication Sequence

### **The American International University in London: Richmond**

Study Abroad Credit, May-August 2011  
Studying British Culture via The American Institute of Foreign Study

## Experience

### **Destination Concepts, Inc.** January 2014-Present

Planner, Design & Development - San Diego, CA

- Fully develop proposals for all cities services per clients' requests
- Obtain information from and negotiate pricing with vendors from all areas serviced
- Seek out new supplier vendors, including costs and details associated with each
- Maintain relationships and partnership with all existing suppliers
- Brainstorm creative proposal and program concepts with team members

### **McFarlane Promotions, Inc.** June 2013-January 2014

Event Manager - San Diego, CA

- Write and distribute all calendar notices, press releases and media alerts for each event
- Secure and book all television and radio coverage as well as act as event spokesperson in live interviews
- Negotiate and manage all advertising buys, trade agreements, and media partnerships for each event
- Work with client, graphic designer and printer on all collateral materials for each event
- Create a summary media report for each event
- Oversee all public relations efforts of McFarlane including managing social media outlets and writing weekly email blasts
- Create tactical plans, timelines and production schedules for events
- Manage event invoicing, budget and financing
- Research and manage communication between third party vendors
- On-site event and staff management

### **Cooper Hotels, Hilton Hotels, & IHG** January - June 2013

Sales, Catering, & Marketing Coordinator - Fort Myers, FL

- Social Media Manager of all Hilton Brand Cooper Hotels in the Fort Myers Region
- Maintain hotel's presence in the online community and utilizing SEO via the hotel website, and other outlets
- First point of contact for all new/potential clients for all four Fort Myers Cooper Hotel Properties
- Create and design marketing materials for directors, sales managers, hotel, and group use
- Maintain and load all group and local account information in OnQ Rate & Inventory & SalesPro Systems
- Create new reservations for group blocks & local negotiated accounts while continuing to develop and maintain successful relationships with each client

### **Juvenile Diabetes Research Foundation (JDRF)** October 2012-January 2013

Communications Assistant (Intern) - Naples, FL

- Assisted in planning and executing large and small scale fundraising events
- Managed the chapter's social media accounts & intranet
- Maintained the chapter's website as well as weekly and monthly newsletters
- Focused on rebranding & creating new innovative approaches to the chapter's outreach in the community to maximize fundraising efforts

### **FremantleMedia** May-August 2011

Corporate Communications Coordinator (Intern) - London, UK

- Researched for, updated, and amended entire corporate website [www.fremantlemedia.com](http://www.fremantlemedia.com)
- Collaborated with supervisor to create an Induction Day Event for new employees
- Worked with colleagues to research, plan, and design materials for corporate events
- Assisted with high-profile external public relations activities and community/ volunteering events
- Managed internal employee inquiries and distributed inter-company communications emails
- Updated and created news items on the FremantleMedia System & ConnectMag
- Coordinated supervisor's daily itinerary, meetings, presentations, and day to day events

## Activities•Honors

### *Member of Delta Zeta Sorority, 2008-Present*

- Chairperson: Favors Committee, Judicial Board, Invitational Committee, March Madness Dance Choreographer/Coach

### *Dean's List Recipient, Spring 2012*

- Placed among the top ten percentile of the College of Arts & Sciences at Illinois State University with a 4.0 GPA

## Computer Skills

Constant Contact • Microsoft Office Suite • Sitefinity Content Management • Lotus Notes • Blue Hornet • HighRoad Solution • OnQ Project Management System • OnQ Rate & Inventory System • SalesPro • Hoot Suite • Social Media & Website Management • Microsoft Access • Blogging

