

# ALYSSA MUTTERPERL

• SOCIAL MEDIA STRATEGIST •

## PROFILE

Experienced social media strategist adept in all stages of social strategy and content creation. Knowledgeable in trends, platform updates, and social media best practices. Always ready to dive into the next project and help grow social media profiles of all sizes.

## EDUCATION

**2020 - 2021 West Virginia University**  
Masters in Digital Marketing Communications

**2015 - 2019 Pace University - New York City Campus**  
Bachelors in Business Administration

## EXPERIENCE

### Likeable Media • New York, NY (remote)

Social Media Strategist

- Develop social strategy playbooks, annual plans, and quarterly and monthly reports for six clients, to achieve client business goals, inclusive of organic strategy, paid strategy, content strategy, competitor activity, industry trends, community engagement strategy, and measurement.
- Compile readable and insightful monthly/quarterly organic social performance reports, inclusive of post-performance as well as consumer reaction and sentiment, to identify short-term and long-term creative and strategic opportunities.
- Lead the development of execution plans for non-content calendar-related creative projects, including Facebook Group launches, Live series, TikTok launches, influencer campaigns, etc.
- Interface with clients on a regular basis, which includes participating in calls, joining interagency meetings, and presenting reports.

### Tyler Mount Ventures • New York, NY (remote)

Senior Social Strategist

- Created social media strategies for over 14 high-profile clients, increasing average impressions by over 320% and engagement by over 71%.
- Monitored and created engaging paid ad campaigns increasing sales by over 1466% in two months.
- Communicated with followers, responded to queries in a timely manner and monitored customer reviews to increase mention growth by over 165%.
- Hired and managed a team of three direct reports.

### SourceAmerica • Vienna, VA

Social Media Manager

- Developed a social media content strategy that supported SourceAmerica's goals, and nonprofit partners.
- Built and managed a rich social media content/editorial calendar that supports different departments of the organization, campaigns, and partnerships.
- Collaborated with internal teams, external influencers, and industry experts to produce relevant content.
- Supported different SourceAmerica teams and used strong writing skills to create compelling social media content for blog posts, white papers, case studies, articles, reports, infographics, and more.

### AKA NYC • New York, NY

Social Media Coordinator

- Developed social media content calendars in line with the overall strategy.
- Managed day-to-day client social media campaign executions including copy and asset changes within Facebook Ads.
- Reported upon organic and paid social metrics and performance.
- Providing live social media coverage at agency and client events.

## SKILLS

Social media channels	Organic and paid strategy	Facebook Ad Manager	Social scheduling softwares
Trend research	Live coverage	Influencer campaigns	Client management
Social analytics	Fan engagement	Spanish language	Blog writing