

ALYSSA (SHAINA) LIEBERMAN

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EDUCATION:

- Bachelor of Arts in English: Creative Writing Dec 2014
- Bachelor of Arts in Spanish Dec 2014
- Minor in Marketing Dec 2014
- TEFL Certificate Dec 2014

[University of Central Florida, Orlando, Florida] - *Magna Cum Laude*

3.9 GPA

PROFESSIONAL EXPERIENCE:

Content Creator and Copywriter for *Freelance*

January 2015- Present

- Create compelling, optimized, targeted content for clients, such as newsletters, web copy, brochures, blogs and social media posts.
- Craft landing pages that demand attention and convert
- Copyedit existing content on clients' websites

Content Marketing Maven for *Purple Moon Media*

Sept 2014- March 2015

- Devised and implemented organic strategies that built clients' digital presence
- Crafted creative, convincing advertising copy in paid media campaigns
- Tracked and reported on the latest digital media marketing trends

Fiction Editor for *the Cypress Dome Literary Magazine*

Aug 2013- Dec 2014

- Developed, established and maintained high editorial standards for the magazine and ensured quality control and tonal consistency during editing, proofreading and manuscript selection
- Created, managed and oversaw a team of readers to facilitate collaborative input on magazine
- Communicated cross-functionally with other editors, design and layout to ensure consistency

Social Media Coordinator for *the Cypress Dome Literary Magazine*

Aug 2013- May 2014

- Managed social media campaigns, organized and promoted literary events
- Utilized social media to reach target market and increase awareness, engagement and readership, as well as submissions, by 1,554%

Editorial Intern for *The Florida Review*

May 2010- Aug 2011

- Evaluated submissions to ensure coherence with magazine's editorial standards
- Proofread manuscripts

Writer and Editor for *Imprint Magazine*

Jan 2011- May 2011

- Collaborated throughout the creative process to conceptualize first issue
- Managed a group of writers to ensure deadlines, quality and consistency
- Wrote, edited and fact-checked articles

Lead Editor and Content Writer for *Her Campus*

Aug 2013- Dec 2014

- Pitched, wrote and edited weekly articles for blog section
- Maintained events calendar

AWARDS AND HONORS:

- Outstanding Fiction Editor Award
- Golden Key National Honor Society
- Dean's List [2010-2014]
- Outstanding Social Media Coordinator Award
- Knight's Achievement Award [2010-2014]
- CMMS Certificate of Excellence