

ALYSE GILLENTINE

ABOUT

Marketing professional with over 7 years of experience in digital communication, content creation, video production and social media management. Proficient photographer, adept editor, and resourceful problem solver. Highly enthusiastic, professional, and known for a kind, hardworking and creative approach in all endeavors.

CONTACT



330-858-7651



gillentine.alyse2018@gmail.com



Sandusky, Ohio - willing to relocate.



<https://gillentinea.wixsite.com/alysegillentine>



Dropbox: <https://bit.ly/400lwaA>

EDUCATION

Hiram College

Aug 2014 - Dec 2018

B.A. in Studio Art & Psychology

- Team captain and member of the women's lacrosse and golf team(s) (2014-2018).
- Vice President of the Student Athletic Advisory Committee.
- Teaching Assistant for Digital Art classes.
- Studied abroad in Greece in 2018.

AWARDS

Best Social Media Campaign 2022, 'Alyse's Adventures'

- Awarded a Citation of Excellence for Best Social Media Campaign 2022 for Shores & Islands Ohio at the Ohio Travel Association conference in October 2022. This award was presented by Ohio Magazine.

SKILLS

- Adobe Creative Suite
- Photography
- Copy/Creative Writing
- Analytical Reporting
- Content Creation
- Leadership
- Media Production
- SEO Optimization
- Graphic Design
- Social Media Strategy
- Public Relations
- Asset Management

WORK EXPERIENCE

DIGITAL COMMUNICATIONS MANAGER

AB MOTORSPORTS - PROFESSIONAL SPORTS TEAM

Jan 2024 - Present

- Managed all social media accounts, including @antronbrowntf, @abmotorports.l, on Instagram, Facebook, X, and TikTok. Successfully increased engagements on the Antron Brown Facebook page by 10.7% since commencing in January.
- Traveled to various racing events to curate and produce YouTube content, offering audiences an exclusive behind-the-scenes peek into the life of an NHRA racer.
- Established strong partnerships with sponsors like Matco Tools, Lucas Oil, Toyota, Sirius XM, Oakley, and Factory Motor Parts, contributing to engaging content creation.
- Collaborated with our publicist to attract top-tier content creators to NHRA events, enhancing overall event exposure.
- Handled the creation of graphics, managed photography, and coordinated videography for the entire race team and driver.

DIGITAL COMMUNICATIONS MANAGER

Cedar Point Amusement Park

July 2022 - Dec 2023

- Collaborates with cross-functional teams to create and implement digital marketing strategies that align with business goals.
- Achieved engagement increases of 23% on Facebook, 18.8% on Instagram, 582.4% on TikTok and 7.4% on X since July of 2022.
- Orchestrates content creation and management across multiple social media platforms including TikTok, Facebook, X, and Instagram.
- Directs and produces photo/video shoots for digital asset collection in-park and across all properties.
- Plans and executes a social media calendar bi-weekly and runs analytical social media reports weekly.
- Negotiates and executes successful celebrity, influencer/content creator and brand partnership deals.
- Writes social media channel plans, blogs and recaps.
- Produces high-quality graphics, videos, and photos using Adobe Creative Suite.
- Supervises seasonal team to create top-tier photo and video assets.
- Works closely with an agency to ensure alignment across all paid advertising and core social media messaging.
- Plans and assists with large media events and Creator Days for capital announcements, special events and ride openings.
- Achieved a proven track record of optimizing sales through strategic marketing campaigns and effective use of paid advertising across various platforms, leveraging 40K units over projected Season Pass sale goals since launch on Aug 1, 2023.
- Professional food, lifestyle, product, atmospheric and merchandise photographer for the entire Cedar Point brand.
- Proficient in utilizing Sprout to schedule posts and report social media analytics.

SOCIAL MEDIA MANAGER

Shores & Islands Ohio

Aug 2021 - July 2022

- Led the management of all social media platforms, including X, Instagram, TikTok, LinkedIn, and Facebook.
- Created the organization's TikTok platform resulting in earning 10K followers in the first six months of being on the platform.
- Created and managed all assets for social media campaigns.
- Achieved a 43% increase in social media followers through strategic planning and execution in my first 5 months of employment.
- Developed engaging content to attract tourists to the destination and increased economic growth in the region.
- Collaborated closely with partners and influencers to create and distribute content and drive social media growth and bring awareness to the region.
- Assisted in launching a rebrand for the organization which included planning a launch event and content creation surrounding the new brand.
- Received recognition for Best Social Media Campaign at the 2022 Ohio Travel Conference.
- Executed social media giveaways to grow platforms while supporting partners of the organization.

ALYSE GILLENINE

LINKS TO WRITING

<https://www.cedarpoint.com/blog/2023/the-flavors-of-halloweekends>

<https://www.cedarpoint.com/blog/top-reasons-why-you-should-get-a-2024-gold-pass>

<https://www.cedarpoint.com/blog/2022/guide-to-2023-season-passes>

<https://www.cedarpoint.com/blog/2023/frontier-festival-foods-revealed>

WORK EXPERIENCE

DIGITAL MARKETING & COMMUNICATIONS ASSOCIATE

Cedar Point Amusement Park

Aug 2021 - July 2022

- Served as the Lead Photographer for the marketing department, directing photoshoots for all company needs, including human resources, rides, live entertainment, food, promotions, and partnerships.
- Took the lead in photographing the new capital in 2021-2022, Snake River Expedition.
- Managed and created content for Cedar Point's social media outlets (Instagram & TikTok). Created and planned Cedar Point's very first TikTok debut resulting in over 1.6 million views and over 645 thousand likes in less than 48 hours.

MARKETING COORDINATOR

Henri's Cloud 9

December 2018 - March 2020

- Represented the company during New York City Fashion Week, responsible for gathering and curating visual assets (photos and videos) for deployment across all social media platforms.
- Created the design and development of graphics for corporate events, promotional materials, and general social media content, ensuring brand consistency and visual appeal.
- Demonstrated a strong commitment to content creation by producing product photography and video materials on a regular basis, contributing to the company's digital marketing efforts.
- Conducted in-depth research into marketing strategies specific to prom, bridal, and pageant markets, analyzing competitor assets, strategies, and promotions to inform data-driven decision-making.
- Assumed a leadership role as the manager of all social media channels, including Instagram, TikTok, Twitter, and Facebook, with the additional achievement of launching the company's TikTok account.
- Orchestrated the conception, construction, and planning of elaborate sets for high-profile photoshoots, specifically targeting the prom and homecoming sectors.
- Had the privilege of photographing renowned titleholders, such as Miss Universe Barbados, Miss Ohio, Miss South Carolina Teen, Miss Michigan/Michigan Teen, and The Miss Teen USA 2019, showcasing a talent for photography within the fashion industry.

VOLUNTEERING

BOARD MEMBERSHIP CHAIR

North Coast Young Professionals

December 2021 - December 2023

- Served as the Membership Chair on the board of North Coast Professionals, a prominent professional organization, overseeing membership-related activities.
- Successfully led and managed the recruitment and onboarding of new members, ensuring a consistent and diverse influx of professionals into the organization.
- Implemented effective strategies to engage and retain current members, fostering a strong sense of community and satisfaction within the organization.
- contributed to the achievement of YP Week 2023, a week-long conference-style event tailored for young professionals, focused on networking, business tours, including notable entities like NASA, and community relationship-building. My involvement centered on serving as an active member of the planning committee.
- Innovatively devised and executed a registration incentive program, capitalizing on local businesses' generosity by seeking donations to secure prizes for distribution throughout YP Week. This strategic initiative significantly boosted membership numbers, enhancing the organization's reach and impact.
- Provided exceptional support to the board and members, demonstrating a commitment to advancing the goals and mission of North Coast Professionals.