

Alyssa Hanson

What can Red do for you?

Multifaceted sales and marketing professional with a passion to Illuminate, Inspire, and Impact.

✉ alyssalaurenhanson@gmail.com

📍 Oakwood, OH

in [linkedin.com/in/www.linkedin.com/redrevealsresults](https://www.linkedin.com/in/www.linkedin.com/redrevealsresults)

f facebook.com/alyssa.hanson.77

📞 937-271-7232

🌐 redrevealed.home.blog

🐦 twitter.com/Ahanson88

📷 instagram.com/redinthewater

SKILLS

Influential Communicator

Creative & Technical Writing

Presenting & Promoting

Event Marketing & Development

Branding

Knowledge of Market Trends

Strong Interpersonal Skills

Media Campaign Development

Microsoft Office Suite

Print & Electronic Media

Adobe

Creative Suite/Dreamweaver

Finale

Salesforce

Team Player

Innovative Thinker

Positive and Ethical Leader

Recognizes and nurtures potential in others

Sales

Proofreading

Fundraising

WORK EXPERIENCE

Freelance Branding Consultant

OPA, Solivagant, Red in The Water, The Fire Block District, Harvest Cafe, The Epilepsy Foundation of Western Ohio

02/2015 – Present

United States

Achievements/Tasks

- Developed and Implemented customized branding strategies for a variety of clientele, including local downtown expansion initiatives;
- Strengthened digital presence through online marketing strategy;
- Developed and implemented advertising design initiatives, direct mail campaigns and prospective client events;
- Managed collaborative relationships and connected key organizations and individuals to clientele.

Property Manager

Outer Beaches Realty [📍](#)

04/2017 – 09/2017

Avon, NC

Premier vacation home rental and property management company on Hatteras Island

Achievements/Tasks

- Completed detailed inspections of 75+ condos and beach houses weekly;
- Oversaw the housekeeping staff to ensure efficiency and thoroughness;
- Assisted in preparation of marketing materials and their distribution;
- Interfaced with tenants throughout duration of stay, including booking homes, resolving any and all maintenance issues, and follow-up evaluations.

Contact: Andrew Printz – 252-945-2577 / Info@outerbeaches.com

WORK EXPERIENCE

Director of Concierge Services Hospitality Center for Rehabilitation and Healing

08/2016 – 08/2017

Achievements/Tasks

- Fostered and provided an unprecedented level of care in a position entirely unique to CareRite Centers;
- Conducted and completed tours for prospective residents and residents' families, admission interviews, weekly and monthly surveys and discharge evaluations for both long and short- term residents;
- Served as liaison between residents and families for the duration of care;
- Innovated and managed the integration of Comfort CD and Dignity Bag Programs for families of the deceased;
- Jumpstarted Music and Memory Program;
- Worked in direct correlation with nursing, dietary, therapeutic, activity and administrative staff to ensure consistency in all departments.

Contact: 937-372-9445

Xenia, OH

Director of Membership and Sales Country Club of The North

09/2014 – 05/2016

Premier Country Club/ wedding venue featuring a Signature Jack Nicklaus designed golf course.

Achievements/Tasks

- Planned and implemented membership and event catering sales acquisition strategies;
- Developed and implemented advertising design initiatives, direct mail campaigns and prospective client events;
- Managed collaborative relationships with real estate channels, key external groups, chambers of commerce and club committees;
- Tracked and analyzed fiscal data, creating and presenting monthly membership reports.

Contact: 937-374-5000

Beavercreek, OH

Membership Director Walnut Grove Country Club

03/2014 – 08/2014

Private Country Club

Achievements/Tasks

- Exceeded membership sales goals by 125%, resulting in \$200,000+ in fiscal gains;
- Developed and implemented membership acquisition and retention strategies;
- Strengthened membership retention efforts, including new member mixers, current member events, live entertainment and additional involvement opportunities;
- Served as personal ambassador for clubhouse, creating an atmosphere of class and hospitality.

Contact: 937-253-3109

Dayton, OH

HONOR AWARDS

Miss Ohio International (2012)

Miss International Organization

Miss Scioto Valley 2010 (10/2010 – 10/2011)

Miss America Organization

Miss Heart of Ohio (02/2007 – 02/2008)

Miss America Organization

Miss Fallen Timbers (2011)

Miss America Organization

Miss Miami Valley (2009)

Miss America Organization

ORGANIZATIONS

Culture Works (2016 – Present)

Activities Committee

Bodysense (2011 – 2013)

Content Writer/Event Coordinator

Fairhaven (2014 – Present)

Worship Team

Mondokio International News (2010 – 2011)

Communications Analyst

PERSONAL PROJECTS

OPA (2018 – Present) [↗](#)

- Lead Vocalist;
- Brand and marketing consultant for project

Red In The Water (2016 – 2018) [↗](#)

- Acquired a school sponsored photo shoot and music video totaling more than \$2,500;
- Responsible for the conception, development and 2017 release of "Chasing Change" EP;
- Participated as lead singer and co-writer on all songs;
- Maintained all bookkeeping and accounting information, including ticket sales, merchandise sales and income per performance;
- Built and maintained all of the project's social media and marketing campaign, (including website design, Facebook, Instagram, Twitter, Blog, Bandcamp, Spotify and iTunes).

Blackbirds (2013 – 2015) [↗](#)

- Co-wrote all music and branding materials;
- Served as lead singer and pianist for duration of project ;
- Delegated and assisted in set-up and tear down for all gigs.

EDUCATION

Bachelor of Arts

The Ohio State University

09/2009 – 08/2013

Columbus, OH

Courses

- Strategic Communication
- Creative and Technical Writing

High School Diploma

Oakwood High School

08/2004 – 05/2007

Oakwood, OH