

# ALYSSA GRINDE

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As a dynamic and scrappy professional with experience in project management and marketing, I'm eager to transition into a creative or brand management role within an innovative agency. Fueled by a passion for creation and a "no-problem-too-big" mindset, I thrive in cross-functional collaboration, possess an eye for detail, and specialize in streamlining processes to bring creative visions to life.

## PROFESSIONAL EXPERIENCE

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**Account Administrator** October 2022 – Present

Lockton Companies | Kansas City, MO

- Support 140+ complex client accounts, managing competing priorities, projects and tasks.
- Facilitate transparent communication and collaboration between internal teams, external partners, and clients.
- Lead benchmarking projects to analyze industry trends, communicating progress to senior leadership.

**Server** May 2022 – October 2022

Rye | Leawood, KS

- Adapted to changing circumstances, including fluctuating customer volumes and unexpected challenges.
- Demonstrated resourcefulness in addressing challenges and finding creative solutions to improve efficiency.

**Marketing Strategist | Founder** November 2021 – October 2022

Untamed Thrift | Princeton, WI

- Produced and edited digital, print, video, and social media content, following social media best practices.
- Prepare and organize work to ensure on-time delivery of high-quality deliverables.
- Conducted post-campaign analysis to evaluate effectiveness and inform future strategies.

**Marketing Manager** March 2019 – May 2020

Goose Blind Grill & Bar | Green Lake, WI

- Managed vendor relationships across various sectors.
- Designed marketing materials utilizing Canva, Adobe Illustrator, and video editing software.
- Developed campaigns and managed marketing initiatives within budget and time constraints.
- Organized events that significantly boosted brand visibility and effectively attracted new customers.

## EDUCATION

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**Bachelor of Science in Communication Studies | Minor in Media Studies & Public Relations**

University of Wisconsin - Oshkosh

- One of seven students accepted into an accelerator program for student entrepreneurs.
- Studied Design Thinking in Germany, emphasizing human-centric approaches, enhancing understanding of consumer needs in marketing.

## SKILLS

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Interpersonal Communication, Project Management, Collaboration, Creative Vision, Attention to Detail, Organization, Editing, Time Management  
Design, Adaptability, Empathy

## PROFESSIONAL DEVELOPMENT

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Google Ads Search | Google Digital Academy  
Social Media Marketing | HubSpot Academy  
Competitor Analysis | SEMrush