

ALYSSA SIMMONS

MARKETING & CONTENT STRATEGY

CONTACT

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📍 Dallas, TX

EDUCATION

**Bachelor of Science,
Strategic Communication**
Oklahoma State University
2011 - 2015

AWARDS

14+ Dallas Addy
Awarded Campaigns, 2017–2020

WORK EXPERIENCE

APPGATE CYBERSECURITY | Marketing Manager, Content Strategy | 2021–2022

- Managed the corporate content calendar and creative production process with the design, web development, field marketing and product marketing teams to execute all content strategies
- Project-managed the development of a wide variety of content such as corporate and product videos, podcasts, research reports, whitepapers, blogs, e-newsletters, email campaigns, organic social campaigns and more
- Spearheaded the development, setup and process creation for a new company-wide resource management tool that visually categorized all company content
- Leveraged marketing data and insights to optimize tactics and programs while providing regular reporting

LA MADELEINE FRENCH BAKERY & CAFÉ Manager | Brand Marketing Manager | 2021

- Led the internal menu implementation team across five departments managing bi-annual menu pricing rollouts, LTO launches and print production for 80+ cafes and franchisees
- Developed promotional campaigns based on insights, seasonality and understanding of the brand's customer base
- Acted as the steward of the brand standards and identity across all channels through creative branding projects
- Managed all agency-partner relationships and project timelines including budget tracking and management

3HEADED MONSTER | Senior Account Executive & Account Executive | 2016–2021

Clients: Wingstop Restaurants Inc., Southwest Airlines, Nothing Bundt Cakes, Travelocity and many more

- Built and supervised the in-house production studio by creating processes from the ground up to deliver local store marketing materials for 1700+ franchise-run businesses
- Established and maintained strong client relationships through design, development and launch of all national projects, client marketing windows, digital campaigns, e-commerce websites and online video production delivered on-time, in-scope and on budget
- Managed all annual cross-channel partnerships with No Kid Hungry and NBA, NFL and NCAA sports teams to create POP, packaging, email, digital and social media campaigns
- Led all internal website SEO and web development while assisting throughout the new business pitch processes
- Executed the Brand ID, logo creation, packaging design and naming processes for many new startup companies

SQ1 AGENCY (NOW ANSIRA) | Assistant Account Executive | 2015–2016

Clients: Wholly Guacamole, Greatbatch Medical

- Managed the client relationship and in-house creative team through packaging design, print production processes and all cross-channel digital media partnerships with other CPG brands and a national television

CONTENT CREATOR EXPERIENCE

LYSSA'S LIZARDS | Owner and Creator | 2021–Current

- Strategically grew the platform from a hobby to a profitable business generating nearly \$50K a year with multiple brand partners including Amazon, Panasonic, Chewy Inc. and many more in under one year
- Growing community of 220K+ followers across all platforms including TikTok, Instagram and YouTube