

# Alyssa Zenobi

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## **Summary**

Marketing professional with five years of internal communication experience.

## **Employment Experience**

**Monongahela Valley Hospital, Monongahela, Pa 15063**

**December 2015 – September 2020**

### ***Communications Specialist***

- Headed all internal communication.
- Directed outside designers and print companies to create all marketing materials.
- Hired, directed and compensated photographers.
- Organized and designed news releases and media kits provided to media personnel.
- Managed the health systems social media.
- Managed all hospital participating sponsorships in conjunction with the President and CEO.
- Reviewed news outlets for all health related and competitive marketing materials; documenting data into detailed Excel sheet for President and CEO.
- Organized and lead all health and wellness screenings.
- Involved in organizing monthly events.
- Established and lead community engagement events.
- Organized all open houses and ribbon cuttings.
- Managed and organized lists of individuals attending all hospital programs and elite ceremonies.
- Processed and coded all invoices for the Community Relations/Marketing department.
- Member of the Journey 2 Excellence (J2E) Employee Engagement Team.

**Willow Cove Child Care Center, Rostraver Township, Pa 15012**

**June 2013 – December 2015**

### ***Educational Assistant***

- Provided comprehensive care and supervision to infants, toddlers and elementary school students.
- Drafted detailed daily reports that outline each child's activities.
- Developed learning experiences, crafts and circle times.
- Established and reinforced daily routines and executed activity schedules.
- Administered medications and documented appropriate records.

## **Education**

**California University of Pennsylvania, California, Pa. 15419**

Bachelor of Arts, December 2015

Major: Public Relations with a concentration in Communication Studies

*Specific Coursework:*

Public Relations Applications • Communication Research • Communication Law and Policy • Campaign Management