

Alyssa Bileschi

DIGITAL MARKETING | ARTS & HIGHER EDUCATION | COMMUNITY ENGAGEMENT



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alyssabileschi.com

WORK EXPERIENCE

School of the Art Institute of Chicago

February 2024 - present

Assistant Director of Programming, Resources, and Marketing

Office of Career & Professional Experience (CAPX)

- Increased social media followers by 29% and event attendance by 38% in one year through targeted marketing strategies
- Created and curated content for social media, email newsletters, and web
- Produced print, digital, and time-based marketing materials for programming
- Analyzed marketing metrics to optimize content and engagement

DiMarco Group

December 2022 - February 2024

Marketing Specialist

- Functioned as the lead for marketing, communication, and advertising campaigns
- Engaged community partnerships and sponsorships
- Managed communications, project timelines, and campaign performance

Memorial Art Gallery of the University of Rochester

May 2019 - October 2022

Senior Marketing & Engagement Manager

- Implemented brand promotion and marketing plans for all museum areas to strategize on audience analysis, branding, marketing channels, and expenses
- Integrated paid and organic social media campaigns promoting memberships, art classes, events, fundraising initiatives, and general awareness
- Identified and executed programming for diverse audiences

FREELANCE WORK EXPERIENCE

Agency 29, Social Media Marketing

January 2025 - present

B. Brand House, Marketing Consultant

October 2023 - present

Red Jacket Orchards, Digital Marketing

May 2019 - April 2021

EDUCATION

Nazareth University

B.A. Communication and Media

Minor in Digital Marketing and Design

Rochester, NY

3.99 Cumulative GPA

- Summa Cum Laude
- Lambda Pi Eta, National Honor Society for Communications
- Phi Kappa Phi, All Discipline Honor Society

VOLUNTEER EXPERIENCE

American Advertising Federation of Greater Rochester July 2022 - December 2023

Board of Directors, Vice President

- Worked with the President and VP of Finance & Membership to ensure financial solvency
- Led the Education Co-Chairs in planning for college and university partnerships and student-oriented events
- Supported the President in carrying out the annual vision

Board of Directors, Events Co-Chair

- Planned engaging community events for membership and the general public

Rochester LGBTQ+ Together

May 2022 - September 2023

Executive Committee Team Leader & Secretary

- Met with the Executive Committee to discuss significant needs and updates to inform decision-making for the group
- Photographed and managed tabling at in-person events
- Led the group in the Rochester Pride Parade

SKILLS

Digital marketing, project management, senior team leadership, copywriting, proofreading, branding, content creation, marketing analytics, event planning

SOFTWARE/PLATFORM KNOWLEDGE

ClickUp, Basecamp, Mailchimp, Salesforce Marketing Cloud, Constant Contact, Google Workspace, Microsoft 365, Blackbaud Altru, Adobe Lightroom, Adobe Premiere Pro, Adobe InDesign, Adobe Photoshop, Canva, SproutSocial, LaterApp