

# ALYSSE B. BORTOLOTTO

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## EDUCATION

*Bachelor of Arts in Communication, June 2008*

The Ohio State University, Columbus, Ohio

- Strategic Communications Major; Women's Studies Minor
- Graduated with Cum Laude honors; GPA: 3.63/4.00

## WORK EXPERIENCE

*Ford's Theatre Society, Washington, District of Columbia*

*August 2010 to Present*

### WEBSITE MANAGER

- Maintain organization's website and mobile website
- Layout and schedule weekly **HTML** institutional email appeals
- Chair social media committee
- Co-chair digital strategy committee
- Produce in-house **videos**, such as theatrical trailers and director interviews
- Manage **Google Adwords** account; increased click-through rate by over 100 percent
- Oversaw the rebranding of organization's website and external social media sites
- Design **Flash** animated online banner advertisements for past *Washington Post* campaigns
- Run **live streaming** events and provide technical support for webinars

*Feminist Majority Foundation/Ms. Magazine, Arlington, Virginia*

*June 2008 to August 2010*

### WEB EDITOR/DESIGNER

- Managed FMF six websites and 14 social media accounts
- Set up and sent weekly HTML email alerts
- Led website redesign and rebranding of [www.feminist.org](http://www.feminist.org)
- Redesigned [www.ms magazine.com](http://www.ms magazine.com) and [www.feministcampus.org](http://www.feministcampus.org)
- Supervised interns
- Stepped in as Interim IT Director during director's five month maternity leave
- Converted *Ms.* magazine into digital publication for *Ms. in the Classroom* program

*The Ohio State University Medical Center, Columbus, Ohio*

*June 2006 to June 2008*

### COMMUNICATIONS AND MARKETING INTERN (*August 2006 to June 2008*)

- Assisted in planning events
- Wrote news articles for internal website and publications

### STUDENT ASSISTANT (*June 2006 to August 2006*)

- Filed patients' applications for the finance department

*Governor's Office for Women's Initiatives and Outreach, Columbus, Ohio*

*July 2007 to January 2008*

### CENTRAL OHIO SATELLITE INTERN

- Organized roundtable discussions in five counties around central Ohio
- Presented at Otterbein College about my experiences on the listening tour

## FREELANCE & PERSONAL PROJECTS

To view portfolio visit, [www.alysebortolotto.com](http://www.alysebortolotto.com)

Bridges of Understanding, *Washington, District of Columbia*

*September 2013 to Present*

- Co-designed organization's logo
- Built organization's website on Squarespace
- Produced student testimonial video and promotional video
- Set up and send monthly HTML email alerts

*Artwork Showcases*

- Solo Exhibition, *The Ritz Carlton in Washington, District of Columbia*
- Live painter at Saturday Night Rooftop Fusion hosted by Art Soriee
- RAW KALEIDOSCOPE, *Washington, District of Columbia*
- Artomatic, *Washington, District of Columbia*

*March 2015*

*July to August 2014*

*June 2013*

*June 2012*

Rosie's Theatre Kids, *New York, New York*

- Designed "Pass it On" invite

QUILT Musical, *New York, New York*

- Developed HTML Playbill email

## PUBLIC SPEAKING ENGAGEMENTS

- Print to Web Design Brunch, *General Assembly in Washington, District of Columbia* *February 2015*

## SKILLS

- **Languages:** HTML and CSS
- **Video editing:** Motion; Final Cut Pro
- **Social Media**
- **CMS:** Wordpress; Drupal; Squarespace
- **Email marketing**
- **Graphic Design:** Adobe Creative Suite
- **Search Engine Optimization (SEO)**
- **Photography**
- **Google Adwords**
- **Google Analytics**
- **Live streaming**

## HONORS/ACTIVITIES/VOLUNTEER EXPERIENCE

- Adult Computer Literacy Instructor, Woodbury Park Community Center, Arlington, Virginia (2009)
- Ohio State University's Iota, Iota, Iota (Triota), President (*Winter 2007-2008*)
  - Designed and implemented Triota's website
  - Headed service activities with Dominion Middle School's female empowerment program, *Angel in You*