alycia rock

contact

alyciamrock@gmail.com
(509) 715-7030
Portfolio online at alyciarock.com

education

Bachelor of Science:
Journalism and Mass Media
Minor: English Literature
University of Idaho, 2010 - 2014
Towson University, MD, Fall 2012

relevant skills

Media and Influencer Relations
Management + Leadership
Press Materials, Media Kits
Social Media Engagement
Event Coordination
Copy Editing
Press Releases
Brainstorming and Ideation

Cision PR Edition+ Cisionpoint

Canon EOs 5D Mark III
Android and Apple OS
Mac and Windows Computers

Adobe Photoshop / Lightroom
InDesign / Illustrator
Microsoft Office + Outlook
Squarespace + Shopify
Light HTML

experience

Marketing Manager — The Moscow Food Co-op
October 2017 - Present
Moscow, ID
Maintain and oversee the marketing department, including community outreach and engagement, public relations, event development, and internal design services. Cultivate the Co-op's presence in the surrounding communities through brand management and proactive community and media outreach. Promote and advance the Co-op's purpose, mission, and strategic plan through enhanced education and outreach, visual brand management, and relationship building. Assist the General Manager in meeting strategic goals and ends policies set by the Board of Directors. Manage all social media, photography, and graphic design including quarterly publication Rooted Magazine.

Account Executive — Karrie Leung Public Relations
September 2016 - November 2017
Chicago, IL
Handle media inquiries from inception to completion, including coordinating with press, scheduling interviews with clients, drafting press materials, and staffing special events. Assist in developing and implementing creative public relations and marketing strategies, as well as proactively pitching. Assist with event management and logistics. Develop highly-targeted local and national media and influencer lists and build relationships with corresponding journalists. Draft, edit and disseminate public relations materials, including press releases, media alerts, backgrounders, elevator pitches, and more.

Publications and Impact Reports Editor — Washington State University Extension
March 2014 - October 2014
Pullman, WA
Wrote feature articles, event coverage and press releases, copy-edited documents and managed close communication with faculty and university administrators. Created impact reports for Extension programs at WSU. Included compiling source material, writing reports, proofreading, publishing to Wordpress, photography and working closely with web team.

Staff Reporter and Photographer — University of Idaho
February 2013 - March 2014
Moscow, ID
Wrote, edited, recorded and published news pieces. Executed interviews with sources, covered city events, copy edited articles, took photographs all under deadline.

Digital Media and Marketing Manager — CJ's Nightclub
April 2013 - September 2014
Moscow, ID
Managed CJ's social media presence: Facebook, Twitter and Instagram. Took photos and created customer-oriented marketing strategies for young social media consumers.