

ALYSSA ESQUIVEL

MULTIMEDIA SPORTS
JOURNALIST



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EDUCATION

Walter Cronkite School of Journalism and Mass
Communication, Arizona State University

Bachelor of Arts in Sports Journalism **Master of Science in Digital Audience Strategy**

December 2024

May 2028

AWARDS

Spring 2023 Dean's List Fall 2022 Dean's List

Arizona State University

Arizona State University

Spring 2022 Dean's List Fall 2021 Dean's List

Arizona State University

Arizona State University

WORK EXPERIENCE

Social Media Manager

Varsity Sports Show / August 2024 - December 2024

- Developed captivating organic content for Instagram, Facebook, Twitter, and TikTok.
- Formulated and executed digital media strategies to enhance brand visibility and engagement.
- Created and produced graphics for multiple social media platforms.
- Managed social media operations for the Varsity Sports Show.

Digital Marketing Specialist

Cronkite Agency / January 2024 - April 2024

- Researched audience growth opportunities to create data-driven strategies.
- Executed real social media campaigns.
- Performed search optimization for clients.
- Created paid media ads and organic content.
- Measure performance of campaigns and ads in real time.
- Created analytics reports and made client presentations that demonstrated and quantified true audience growth.

Digital and Social Media Producer

Cronkite News / August 2023 - December 2023

- Produced data visualizations for Cronkite News: Sports.
- Directed digital and social media production.
- Formulated and implemented digital media strategies to enhance brand awareness and engagement.
- Supervised the monitoring and analysis of digital media performance, adjusting strategies as needed.
- Oversaw social media management for Cronkite News: Sports.

SKILLS

- Editing
- Website Design
- Adobe Creative Cloud
- Canva
- News Writing
- Brand Management
- Digital Marketing
- Social Media
- Research and Data Analysis

CERTIFICATIONS

Google

- Google Ads Search
- Google Ads Display
- Google Ads Measurement
- Google Analytics 4

2024

Spotify

- Intro to Ad Studio
- Digital Audio Foundations

2024