

Alysia Robertson

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SKILLS PROFILE

- **Computer Software:** proficient in Microsoft Word, Power Point, Outlook, Publisher, Excel, Adobe Photoshop, Adobe Illustrator, Dream Weaver. Skilled: Adobe InDesign, MS Access.

Working knowledge: HTML, CSS, Flash

- **Graphic Design, Copy Writing, Web Design, Photography, Volunteer Recruitment**

EMPLOYMENT HISTORY & COMMUNITY INVOLVEMENT

Consultant/Designer, Self Employed, DBA Greater Houston Media Group

Full Time from November 2006 to Present (part-time since Oct. 2000)

- Manage the day to day operation of an image marketing company that included conceptual development and design of web sites and print collateral including direct mailers, corporate id, banners, etc.
- **Art Direction & Messaging-** Concept development, light copy writing/editing for various web and print projects considering target market, desired perception, and existing brand identity
- **Print Brokerage** – vendor identification, negotiation and production coordination with primary printing providers
- **Project Management** - sourcing sub-contractors, project oversight, quality control, adherence to timelines, and logistical planning
- **Troubleshooting/Problem Solving**
- **Select Client List** - Grubb & Ellis Property Solutions Worldwide, Vietnamese American Chamber of Commerce, Tri-County Chamber of Commerce, Advantage BMW, Prince's Hamburgers, Dozens of elected officials and candidates including 5 Houston City Council Members, 2 Constables, State Representatives

Marketing/Community Educator, Families Under Urban & Social Attack, Inc

April 2005-November 2006

- Developed and executed marketing plan to encourage volunteer participation in a mentor program
- Initiated and executed the creation of newsletter which resulted in increased participation of existing mentors, and served as a promotional aid for the recruitment of new mentors
- Identification and coordination of community partners and use of earned media to promote program activities
- Established a comprehensive database to streamline the maintenance of information relevant to Mentor and youth case management
- Facilitated Abstinence Education classes for an youth (12-18) at in-school and community-based workshops, average 100 youth served/wk
- Facilitated adult workshops targeted at encouraging and empowering parents to discuss abstinence with their child(ren)
- Primary and secondary efforts made resulted in the recruitment of 27% of volunteer mentors currently enrolled
- Other duties include Data Entry, Grant review, referral servicing, marketing and fundraising assistance
- Created print collateral (flyers, brochures, posters) for mentor program, and frequently created materials for other for other departments within the organization
- Was hired on a contract basis to create collateral materials after leaving the company
- Solicited participation of target population (youth determined at-risk) through grass roots and collaborative recruitment strategies
- Identifies community partners and schedule presentations at various sites

Vice Chairperson, Community Partnership for the American Dream

February 2005-February 2008

- Founding officer of a political/civic participation education organization, which boasts a membership of over 300 since it's inception in February 2005
- Responsible for managing the organization's Public Relations activities, including chairing the 9 member volunteer Public Relations committee
- Oversaw the execution of various community events including Veterans Speak Forum and Medicare Plan D Information session series
- Established working relationships with a number of other civic-minded organizations including Super Neighborhood Associations and civic clubs
- Participated in political screening processes for endorsements of candidates for public office for the Nov. 2005/2007 general election, 2006 Primary Elections
- Composed and designed organizational website

Presenter/Recruiter, One Church, One Child

May 2006-October 2006

Identified, scheduled, and presented recruitment speeches to church congregations of 4 to over 500

Office Coordinator, Metropolitan Volunteer Program

October 2001-April 2003

- Established and maintained contacts with non-profit from organizations who would benefit from the services provided by the Metropolitan Volunteer Program
- Maintained and updated volunteer database of over 730 volunteers
- Recruited, trained, and placed volunteers in positions best suited for their interests and skills
- Created promotional materials and correspondence (included word processing and graphic design for print)

Director of Public Relations, UH Student Government Association

38th Administration

- Designed and ordered promotional printing and novelties, produced press packets
- Created and executed multiple presentations to large audiences
- Presided over the creation and premier launch of the SGA website
- Created SGA logo, still in use today

EDUCATION

Bachelor of Science, Psychology, University of Houston-Main Campus Minor in History and African-American Studies

December 2004

- Study Abroad, The Gambia West Africa
- Over 30 Specialized Social Service, Fundraising, and Computer Trainings and Certificates, available upon request

HONORS AND ACTIVITIES

- Leadership Houston Class XXV
- Debbie O. Haley Community Service Scholarship Award
- Who's Who Among American College Students 2003
- Student Publication Committee – UH
- Contributing writer, The Daily Cougar & TSU Times
- Student Fee Advisory Committee – UH
- Alpha Kappa Alpha Sorority, Inc.