

# ELYSSA DUNCAN

linkedin.com/in/eduncan1

Cambridge, MA ■ elyssa.duncan0@gmail.com ■ 781.258.6690

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## SUMMARY

I am a team-oriented communications professional with experience specializing in public relations, digital communications and event management. I pride myself with being a highly adaptable and personable individual with strong organizational skills and a self-motivating personality. I enjoy working collaboratively to tackle challenges with creative solutions.

## SKILLS + EXPERTISE

- Adobe Creative Suite
- Branding/Rebranding
- Community Outreach
- Copywriting
- Customer Relations
- Digital Communications
- Event Planning + Execution
- Hootsuite
- HubSpot
- Jira
- Media Relations
- Project Management
- Product Photography
- Social Media Management
- Task Delegation
- Wordpress

## EXPERIENCE

**Digital Communications Manager** ■ YouthBuild USA  
Somerville, MA

August 2018 - PRESENT

- Increased social media impressions by an average of 312% in first six months of employment
- Manages the day-to-day implementation of digital communication efforts including social media, website content, newsletters and donor outreach
- Writes and edits internal communications to the domestic + international teams of YouthBuild USA
- Acts a core planning member of alumni and student events and helps to identify best practices to engage alumni and other communities of constituents

**PR + Communications Coordinator** ■ NAHREP  
San Diego, CA

December 2017 - April 2018

- Established effective social media strategies and managed all social accounts
- Drafted and edited press releases, op-eds, newsletters and white papers
- Cultivated external relationships to foster partnerships and co-promotional opportunities
- Managed all speaker logistics and scheduling for national events

**Copywriter** ■ Jobcase  
Cambridge, MA

May 2017 - December 2017

- Created original content for marketing solutions and creative services teams to develop result-driven campaigns
- Crafted copy for B2B/B2C email campaigns, paid social media and various whitepapers to drive brand awareness and support acquisition
- Collaborated with designers and product managers to implement A/B testing to improve strategy plans and content

**Social Media Intern** ■ iCorps Technologies  
Charlestown, MA

December 2015 - May 2017

**Marketing Intern** ■ MediaMate  
Andover, MA

March 2015 - November 2015

## EDUCATION

**B.A Communications**, Minor: Psychology ■ Suffolk University  
Boston, MA

Honors and Activities: Deans List, Home Away from Home Board Member, Magna Cum Laude