ALIZA SHERMAN

WRITER, DIGITAL MARKETER, PODCASTER

WHO AM I?

I'm a published author and journalist, multimedia content developer, and long-time digital marketer seeking creative, remote work at a visionary company with a strong, positive mission and passionate people who care.

EXPERTISE

- Writing/Copywriting
- Digital Marketing Strategy and Implementation
- Multimedia Content Development
- Social Media Marketing
- Event Management and Marketing
- Blogging and Podcasting
- Radio Production and Show Host/Voice Talent
- On Camera/On Air Talent
- Public Speaking

HOW TO CONTACT ME

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Anchorage, AK 99501

REFERENCES

Available upon request.

EXPERIENCE

Gluten Intolerance Group: Communications Specialist

2020 to Present

- Developing creative content including articles, blog posts, video scripts, newsletters, and marketing collateral plus voiceover work

Mediaegg LLC: Owner, Writer, and Digital Marketer

2010 to 2020
- Provided high-level digital marketing and social media marketing strategy for companies and nonprofit organizations
- Developed creative content including articles, blog posts, scripts, newsletters, marketing collateral, and ad copy

Conversify: Senior Digital and Social Media Strategist

2006 to 2010

- Provided high-level integrated marketing strategy for companies and nonprofit organizations
- Built and managed communities of influencers, customers, and special interest groups

EDUCATION

Virginia Commonwealth

1985 to 1986
Liberal Arts

University of Virginia

1984 to 1985
Liberal Arts

Philadelphia College of Textiles and Science

1982 to 1984
Fashion Merchandising

OTHER

- Published author of 12 books including *Social Media Engagement for Dummies*, *Mom Incorporated*, and *The Happy, Healthy Nonprofit*
- Writer for magazines and websites including *Entrepreneur* and *Mashable*.
- Gamer (XBox & Oculus), RVer, Karaoke Singer