

# Alyssa Freyder

freyderalyssa19@yahoo.com

## EDUCATION

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**Bachelor of Arts Communications with a Concentration in Broadcast Journalism** May 2019

*California State University, Fullerton*

**The Florence Program** Florence, Italy

September 2017-December 2017

*American Institute of Foreign Study*

## RELATED EXPERIENCE

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**GALvanize Bootcamps** Various Locations July 2015-Present

*GALvanize Reporter*

- Interviewed professional athletes on and off camera to improve my interviewing and research skills
- Learned to do a successful standup to make a complete broadcasting package
- Edited interviews, B-roll and standups into a complete story and package

**Scott Appel Media** Los Angeles, CA

December 2013-Present

*Volunteer*

- Communicated with celebrity's publicists to coordinate red carpet appearances
- Assisted in posting content live at red carpet events and galas
- Acted as Host reporter at various galas and events for their promotional and event videos

**Christy Reports** Los Angeles, CA

October 2013-May 2017

*Volunteer*

- Interviewed celebrities on the fast-paced red carpet for company blog
- Acted as video camera and audio operator on video shoots for blog
- Conducted in-depth research on celebrity's, event attendees and the event topic to create better interviews

## WORK EXPERIENCE

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**In-N-Out** Yucaipa, CA

March 2018-Present

*Part-Time Store Associate*

- Maintained high standards of customer service during high-volume, fast-paced operations
- Prepared quality products while maintaining proper food safety practices
- Fulfilled required individual and team tasks utilizing my leadership and team working skills

**Buckle** Rancho Cucamonga, CA

November 2016-February 2018

*Part-Time Sales Associate*

- Interacted with guests to identify purchasing needs and supply them with product that fit their needs
- Assisted guests at cash register while performing outstanding customer service
- Performed fit appointments for guests and acted as a personal stylist

**GALvanize** Los Angeles, CA

May 2016-February 2017

*Executive Assistant*

- Created and maintained a content calendar for Facebook, Twitter and Instagram
- Assisted in planning broadcasting bootcamps for 20-30 women in locations throughout the country
- Gathered video and picture content for company website as well as Facebook, Twitter and Instagram

## SKILLS

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- Proficient knowledge of Adobe Creative Cloud including Premiere, Audition and Photoshop
- Working knowledge of AP Style and journalistic writing styles
- Good research, documentation, and presentation skills
- Knowledge of production equipment and processes