

Ivy Alter

Strategic Communications

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EXPERIENCE

Allied Global Marketing, Phoenix

Spring 2026

As a field intern at Allied, I

- Helped curate and produce local screenings for upcoming movies
- Pitched interviews and partnerships to local influencers and press
- Created mock campaigns to brainstorm creative and effective ways to market upcoming releases
- Researched local events and organizations to partner with to market upcoming movies.
- Conducted audience reactions and interviews after screenings to report back to studios.

Writing for Public Relations, ASU

Fall 2025

Obtained valuable practice and skills in:

- Developing strategic messaging for advertising campaigns
- Curating email blasts and other promotional content
- Writing news pitches and press releases
- Crafting social media campaigns

Public Relations Research, ASU

Fall 2025

- Conducted in-depth interviews
- Conducted surveys to identify best communication practices
- Developed a comprehensive communications audit
- Gathered quantitative and qualitative research followed by thorough analysis to better communications efforts

Digital Audiences, ASU

Spring 2025

- Developed a conversion funnel for a hypothetical client
- Created a social media campaign plan
- Created profiles for target audience

Blaze Radio

Fall 2025 - Present

- Albums reviews
- Reporting on local music and community events

SKILLS

AP Style

SEO

Basic excel skills

Editing

Hard News Reporting

Photography

Creative Writing

- Radio DJ fall 2025

Zumiez Inc., Glendale Arizona

MAY 2022 - Present

- Full-time management
- Organized floor set arrangements and inventory cycles
- Oversaw sales team and drove store sales
- Ranked 75 in company-wide sales in 2024, ending with \$348,000 in personal sales
- Employee of the period for 11 consecutive months
- Oversaw store social media
- Localized merchandising and marketing

EDUCATION

Arizona State University, Downtown Phoenix — *Journalism and Mass Communications*

August 2023 - December 2026

Earned a Bachelor's Degree in Journalism and Mass Communications at the Walter Cronkite School of Journalism and Mass Communications, with an emphasis in strategic communications.