

ALYSSA BRINDISI

1532 South 4th Street | Philadelphia, PA 19147 | 484-620-9698 | alyssa.brindisi@gmail.com

Professional Experience

Assistant Copywriter

July 2014 – Present

Urban Outfitters
Philadelphia, PA

- Responsible for the creation of brand-appropriate information on the UO website for Women's Knits and Wovens.
- Research products, materials, trends and other details to develop adequate background for copy.
- Draft compelling, accurate, brand-appropriate copy for items on a weekly basis.
- Communicate and follow-up with cross-functional teams, specifically the Women's Assistant Buyers.
- Manage copywriting duties for team within MTS and BCC, regularly logging workflow.
- Stay abreast of industry trends regarding product copy and information.
- Continue to evolve the Urban Outfitters voice in response to creative direction.

Production Coordinator: Done and Done Productions

June – Sept 2013

Untitled Male Model Show Pilot (E!)
New York, NY

- Facilitated talent logistics such as booking travel, hotel accommodations and guest lists.
- Supported executive producers in all aspects of filming and production, pre to post.
- Organized meetings and calendars for executive producer Adam DiVello (The Hills).
- Sourced locations and coordinated pick-ups/drop-offs with film equipment vendors and rentals.
-

Administrative Coordinator

December 2010 – June 2013

Anthony's Coal Fired Pizza
Wayne, PA

- Provided basic administrative support such as file maintenance, office organization and answering phone calls.
- Assisted with data entry such as product invoices and billing.
- Tracked and input profit and loss sheets utilizing Microsoft Excel spreadsheets.
- Coordinated catering and special events.
- Trained new hires and managed front of house staff during nightly shifts.
- Maintained calendars, including front of house employee scheduling.

Editorial Production Intern

September – December 2011

Teen Vogue
New York, NY

- Assisted Production Manager in coordination of each issue.
- Facilitated communication between top editors for the monthly layout release meetings.
- Distributed layouts to the various editors once layouts have been approved.
- Put together the print order book each month of the layouts as the issue got closer to completion.

Editorial Intern

August – December 2010

Philadelphia magazine, Health & Fitness
Philadelphia, PA

- Engaged with Be Well Philly readers through social media platforms.
- Collaborated and built relationships with local fitness bloggers to create exposure for the website.
- Researched and attended weekly health and fitness events in the Philadelphia area.
- Generated service-journalism story ideas for publication on the Be Well Philly website.
- Fact-checked daily blog entries.
- Assisted the editor with the publishing and layout of the Be Well Philly website.

Skills

- Final Cut Pro, Audacity, Avid Pro Tools, SoundCloud
- Web Content Management, WordPress, Blogging
- Microsoft Office: Excel, Word, PowerPoint, Outlook
- Adobe: InDesign, Photoshop
- Proficient in AP Style, writing for SEO
- Strengths in communication and organization skills, problem solving, ability to meet deadlines.

Education

Temple University School of Media and Communications
Bachelor of Arts, Media Studies and Production

May 2013

Published Works

HollywoodLife.com

- [Katy Perry: Robert Pattinson & I Are 'Just Friends' - New Interview](#)
- [Lindsey Vonn: Tiger Woods Helped Me Recover After Ski Accident](#)

Philadelphia magazine - *Be Well Philly*

- "Be Well Philly: Your Local Guide to Health & Fitness" (*In print*: Supplement included with December 2010 issue of *Philadelphia* magazine.)
- [Gifted!](#)
- [The Best Black Friday Fitness Deals](#)
- [9 Great Turkey Trots to Try](#)
- [A Healthy Thanksgiving: Where to Pre-order Pies](#)
- [The Area's Best Running Clubs](#)
- [Spend Well: Great Fall Fitness Gear](#)
- [Zumba for a Good Cause!](#)
- [Mark Your Calendar: Annual Prostate Cancer Foundation Dinner and Auction](#)
- [Weekend Plans: The ING Rock n' Roll Health Expo](#)
- [The Area's Best Health & Fitness Classes and Courses for Fall](#)
- [Top Five Reasons Not to Miss the Fifth-Annual GreenFest Philly Festival](#)
- [Save Three Lives in 20 Minutes](#)
- [Mark Your Calendar: Canning, Biking, and a Labor Day Escape](#)
- [Mark Your Calendar: The Sixth Annual Kidney Open](#)

Her Campus Temple University

- Owls for the Cure - PINK OUT GAME!
- Vote for Victoria's Secret to Carry TU Apparel!
- Isabel Garcia: TU's Campus Celebrity

The Temple News

- Under the Radar: November 2-8
- Under the Radar: October 19-25
- Under the Radar: October 12-18
- ["Jack Goes Boating" stays true to life](#)

News of Delaware County

- Water ice, community and one brave 7-year old
- Educating the citizenry for 90 years
- Maniac Magee Run's all about tradition
- Glitz and glamour at the Cappie's Gala
- Sounds of summer with Brookline baseball and softball teams
- A cool trip to the past
- Summer Festival kicks off
- 'Sex and the City' lacks substance but is full of couture and cocktails
- Local ingredients are on the menu at new Media restaurant
- Senior Games a family affair for mother/daughter team
- Beauty and grace on display in 'Late Renoir'
- Havertown artist in New York State of mind