

Meet Alyssa Hutchinson

Digital marketing specialist

Education: Indiana University-Purdue University
at Indianapolis (IUPUI), B.A.
Affiliation: Alpha Sigma Alpha
Email: alyssa@npcwomen.org



To help the National Panhellenic Conference (NPC) carry out its mission, the digital marketing specialist is responsible for graphic design and layout for NPC's various print and digital materials; website management; email and social media campaigns; and writing, editing and content curation.

Specifically, Alyssa is responsible for:

- Managing TheSororityLife.com brand, including content writing and curation, website page management, e-newsletters and email campaigns, social media management, digital advertising campaigns and more.
- Providing graphic design and layout support for NPC communications or marketing materials (e.g., web and social media graphics, marketing collateral, educational program materials and more).
- Assisting with email campaign development and management, social media management and internal website updates.
- Writing for NPC internal channels (e.g., emails, e-newsletters, websites and blogs, business letters, etc.).
- Proofreading and editing of NPC communications materials.
- Applying NPC branding guidelines consistently across all designs.
- Staying up-to-date with industry and design trends and applying them to NPC materials.
- Working with the director of operations to provide brand management and communications support for the NPC Store.
- Assisting with mentorship of the NPC marketing and communications intern.

Alyssa serves as the staff liaison for the following committees:

- Student Advisory Committee

Top five strengths according to StrengthsFinder assessment:

- Input
- Futuristic
- Intellection
- Developer
- Positivity