

# Alissa Ireland

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5122 Milam Street, Dallas, Texas 75206 | alissa.ireland@gmail.com | cell: 513.476.9857

## Education

**Southern Methodist University**, Dallas, Texas May 2010  
Bachelor of Arts  
Major: Corporate Communications & Public Affairs (CCPA) Minor: Economics

## Experience

**Levenson & Brinker Public Relations**, Dallas, Texas November 2011 – Present

### *Account Coordinator*

- Developed media materials and reports for clients including Fogo de Chão, Pappas Bros. Steakhouse, Glazer's Distributors, Shoney's, Gatti's Pizza, AT&T Performing Arts Center, Everest College, Slimming World USA and the HeartGift Foundation.
- Served as the national media contact for 19 Fogo de Chão restaurants and was responsible for developing media lists, writing and pitching stories and handling all media inquiries that generated 50+ media hits.
- Developed and executed a strategic and social media publicity plan for Pappas Bros. Steakhouse to increase brand awareness and community relations in Dallas.
- Assisted photo and video shoots at Pappas Bros. Steakhouse for restaurant reviews and coverage featured in *The Dallas Morning News*, *Eater Dallas*, *CraveDFW*, *D Magazine*, *Dallas Observer*, *CultureMap Dallas* and on the History Channel.
- Created PR campaign for Great Gulf Developers' first ultra-luxury residential high-rise in Dallas, the most expensive property on the market.
- Researched and solicited 200+ national and international producers, publishers, foundations and sponsorship prospects for Arthur Mitchell and Dance Theatre of Harlem and managed account.
- Crafted sponsorship materials for Maureen Connolly Brinker Tennis Foundation's international junior tennis tournaments.
- Planned, promoted and coordinated events for Sobieski Vodka, CINCO Vodka, Pappas Bros. Steakhouse, AT&T Performing Arts Center, Great Gulf Developers, Texas-Israel Chamber of Commerce and Slimming World USA.
- Won eight accounts since November of 2011.

**MM2 Public Relations**, Dallas, Texas September 2010 – June 2011

### *Public Relations Intern*

- Created media materials for clients such as The Hartford Group, Lennox, Barry Callebaut, Medical City Dallas Hospital, TracyLocke and HomeAway.
- Created and maintained editorial calendars that resulted in a segment featuring Barry Callebaut's Chocolate Academy on NBC 5 Chicago.
- Pitched stories featured in 15+ publications including *The Dallas Morning News*, *Chicago Tribune*, *Chicago Sun-Times*, *San Jose Mercury News*, *The Oregonian* and *The Oakland Tribune*.
- Created list of awards and speaking opportunities for TracyLocke.

**Mustang Consulting**, Dallas, Texas January 2010 – May 2010

### *Public Relations & Marketing Intern*

- Created and achieved a strategic plan for The Dallas Defenders Football Club.
  - Developed marketing, advertising, sponsorship and donor materials.
  - Planned promotional events and increased game attendance by 85%.
  - Created a public service announcement featured on Sportsradio 1310 The Ticket.
- Constructed a strategic plan for The Ugandan American Partnership Organization.
  - Composed news releases and strategic messages to revamp donor relations and community outreach plans.

**Levenson & Brinker Public Relations**, Dallas, Texas May 2008 – January 2009

### *Public Relations Intern*

- Developed public relations messages and strategies.
- Compiled media kits and enhanced brand awareness for clients such as Aeroméxico, The Beck Group and Brierley & Partners.
- Served as a reliable media contact and pitched stories featured in *The Dallas Morning News* and *The Star-Telegram*.
- Asked to continue internship past original end date.

**SMU Newspaper *The Daily Campus***, Dallas, Texas September 2007 – January 2008

### *Contributing Writer*

- Published articles featured on the front page.
- Interviewed sources including the Eli Young Band and over 20 Dallas professionals.

## Skills

Microsoft Office, Cision, Vocus, My Media Info, BurrellesLuce, Adobe Photoshop, Social Media Content Development: Facebook, Twitter, Instagram, Pinterest, StumbleUpon, YouTube, Reddit and WordPress.

## Activities

Echelon DFW, Dallas, Texas July 2012 – present  
Think Ahead Group (TAG), Dallas, Texas November 2010 – March 2012  
Kappa Alpha Theta, Dallas, Texas January 2007 – May 2010  
SMU Women's Soccer Team, Dallas, Texas August 2006 – August 2007