

ALANA RAFIEE

STRATEGIC PR & COMMUNICATIONS PROFESSIONAL

SKILLS

Software:

- Adobe Creative Cloud [Illustrator, InDesign, Photoshop, Audition, Acrobat Pro, Premiere Pro]
- Canva, Hootsuite
- Constant Contact, Mailchimp
- Cision
- Asana, BaseCamp
- Wordpress, Wix, Squarespace
- DonorPerfect, GiveButter
- Microsoft [Word, Excel, PowerPoint]

Social Media:

- Instagram, TikTok, Facebook, X, LinkedIn, Snapchat

Language:

- Advanced French [writing, reading, speaking]

EDUCATION

American University

B.A. Public Relations & Strategic Communications, French Minor

August 2018 - May 2022



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ALEXANDRIA, VA

RELEVANT EXPERIENCE

Marketing & Communications Manager

Arlington Food Assistance Center (AFAC) | Arlington, VA
November 2022 - Present (promoted from Associate July '24)

- Design and manage integrated media campaigns, including monthly newsletters to engage the community and three annual solicitation campaigns, raising nearly \$500,000 in donations for the organization
- Led the complete redesign of the organization's website in collaboration with an external design team, overseeing the project from conception through execution, including organizing a professional photo and video shoot to improve digital presence
- Take the lead in crafting and distributing press releases and media alerts to targeted journalists, strategically enhancing media coverage and elevating public awareness of the food bank's mission and initiatives
- Spearhead content strategy and publishing for all four of the organization's social media accounts, driving community engagement, amplifying event visibility, and strengthening the organization's digital presence through targeted, mission-aligned messaging
- Lead the coordination and promotion of impactful community initiatives, including annual donor events, food drives, and volunteer opportunities, by developing strategic outreach campaigns across social media and email marketing. Successfully increased participation and fundraising by aligning messaging with community values and motivating stakeholders to take action

Media Relations Assistant

simoneink | McLean, VA
August 2022 - October 2022

- Maintained running documentation of secured and published press for 20+ restaurant, spirits, and hospitality concepts in order to track monthly client media coverage
- Monitored relevant news outlets and current events daily to forecast trends and aid in the production of timely and newsworthy content
- Created media lists of 50+ relevant media contacts & outlets, and assisted in authoring press releases to be disseminated
- Authored social media captions for the simoneink social media accounts to help establish a stronger presence for the organization's client base
- Coordinated client and journalist commitments through email and phone correspondence
- Oversaw administrative tasks to facilitate smooth office operations

Intern

TAA PR | Washington, D.C.
September 2021 - December 2021

- Assisted the agency's teams in creating social media captions and content for 25+ clients including Ronald Reagan and Dulles National Airports, Rosewood D.C., and Riggs D.C.
- Aided in the organization of community events on behalf of local TAA PR clients to promote brand awareness