

ALANA RAFIEE

STRATEGIC PR & COMMUNICATIONS PROFESSIONAL

SKILLS

Software:

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

Social Media:

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

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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NEWBURY, MA

RELEVANT EXPERIENCE

Marketing & Communications Manager

Arlington Food Assistance Center (AFAC) | Arlington, VA
Nov. 2022 - Sept. 2025 (promoted from Associate July '24)

- Managed integrated content and email marketing strategies, including monthly newsletters and three annual solicitation campaigns that raised nearly \$500,000
- Led a complete website redesign with an external creative team, overseeing the project from conception through execution and coordinating a professional photo and video shoot
- Spearheaded content strategy across four social media channels, developing consumer-facing content that strengthened brand presence and community engagement
- Created and distributed press releases and media alerts, developing targeted story angles to increase media coverage and public awareness
- Led cross-functional marketing efforts for donor events, food drives, and community engagement initiatives through coordinated social media and email outreach

Media Relations Assistant

simoneink | McLean, VA
August 2022 - October 2022

- Supported communications for 20+ food, beverage, and hospitality accounts, including Brennan's New Orleans, Bas Rouge of Bluepoint Hospitality, and Buffalo & Bergen DC
- Monitored industry news, cultural conversations, and emerging trends daily to identify timely opportunities and inform compelling, audience-relevant story angles for clients
- Developed targeted media lists of 50+ journalists and outlets and assisted in creating press releases and other brand communications designed to generate media interest
- Authored social media copy for agency channels, helping strengthen the agency's digital presence and showcase its food, beverage, and hospitality expertise
- Coordinated client and journalist communications across email and phone, managing commitments and supporting multiple accounts in a fast-paced agency environment

Intern

TAA Public Relations | Washington, D.C.
September 2021 - December 2021

- Developed social media copy and content for clients including Rosewood D.C., Riggs D.C., and Ronald Reagan Washington National Airport & Dulles International Airport
- Assisted with planning and executing community events for hospitality and lifestyle clients to increase brand awareness
- Supported day-to-day PR and social media initiatives through research, content development, and client coordination