

alanna bass

Contact

Astoria, NY 11103
678.939.2878
www.alannabass.com
itsalanna@alannabass.com

Education

Journalism & Film, BA,
Cum Laude
Georgia State University
Atlanta, Georgia
2006 – 2010

Skills

Social Media Management
Social Media Analytics
Google SEO
Community Development
Project Management
Content Creation
Brand Strategy
Client Relations
Graphic Design
Video Production
Post Production

Technical Skills

Digital Interface Development
Squarespace/Wix/Shopify
Adobe Creative Suite: Premiere,
After Effects, Photoshop,
Illustrator and InDesign.
Google Cloud Suite
Final Cut Pro 7, iMovie 2015

Alanna Bass is social media strategist and content creator with special expertise in digital marketing, post-production, as well as business and brand development. She has a strong media background with a track record working on projects centered on Africa and the diaspora, as well as diversity and inclusion. She has superior communication skills and an affinity for thriving in fast paced environments, while remaining flexible to changing demands and needs of organization. Work experience includes CNN, TNT, aKoma Media, The Africa Narrative, NovaCredit and Werkin.

Alanna Bass Productions, July 2018-Current: New York, NY

Social Media Strategist and Creative Director

- Develop comprehensive brand and social media strategies to increase engagement and brand awareness utilizing popular social media platforms like Instagram, Facebook, Twitter, LinkedIn, Pinterest and TikTok
- Knowledgeable in the overall management and growth of authentic social media accounts, including planning and executing social media campaigns, creating a regular calendar of posts, brand and influencer partnerships, tracking monthly followers, as well as monitoring all comments
- Brainstorm, design and execute engaging content including social media graphics, printed collateral, short-form videos, collages, newsletters and GIFS
- Design and execute engaging social media activations centered around key events including Twitter chats, Instagram Stories and Facebook & Instagram Live
- Plan, design and execute the launch of dynamic websites using platforms like Squarespace, Wix, Weebly and Shopify
- Clients include the Africa Travel Association, the leading global trade association promoting travel and tourism to Africa; The Africa Narrative; a project of the University of Southern California's Norman Lear Center; Eden's Theory, UK based natural beauty brand; Collective, a diversity & inclusion consulting firm; and Werkin, a modern mentorship app.

aKoma Media, 2015 - June, 2018: New York, NY

Head, Community Development and Creative Director

- Developed & managed the overall branding and marketing of aKoma including the development and delivery of digital branding content
- Oversaw the management and growth of aKoma social media accounts
- Designed original content around weekly events, developed creative strategies to engage followers to promote events, and highlighted featured content and special guests
- Developed and produced a short video series centered on Africans in New York
- Worked alongside CEO in securing international strategic partnerships with SafariCom, Airbnb, UBER, Kenya Airways, Ethiopian Airlines and the Ghanaian Tourism Board
- Developed and managed budgets up to \$100k
- Identified and commissioned African creatives, for aKoma Originals and Branded Content for clients that included GE Africa and Mastercard
- Co-managed African talent for the Amplify Fellowship for Content Creators sponsored by the Mastercard Foundation

alanna bass

Contact

Astoria, NY 11103

678.939.2878

www.alannabass.com

itsalanna@alannabass.com

TNT On-Air Creative, 2012 – August, 2014: Atlanta, GA

Associate Producer/Line Producer

- Managed high-profile cable network show launches including *Legends*, *Mob City*, and *The Hero*: The three highest priority show launches for TNT at that time.
- Managed multi-disciplinary teams comprised of voice over actors, editors, audio engineers, content creators, as well as interns
- Acted as the key liaison for each assigned show, maintaining a close working relationship with the TNT Marketing department to collaborate on high priority premieres and live events
- Supervised the finishing and delivery of promotions for air including high-level cross promotion advertisements for networks such as A&E, AMC, USA, and ABC
- Assisted writers and producers with weekly administrative duties including reporting billable time, booking voice over talent, as well as ordering graphics
- Wrote, produced and managed finishing for *Legends*, *Leverage*, *Dallas* and *The Hero* deliverables.

CNN International Newsource, 2010 - 2012 : Atlanta, GA

Program Assistant, CNN Journalism Fellowship

- Assisted in the coordination of the CNN Journalism Fellowship program founded by Ted Turner, which entailed managing over 117 journalists from over 30 countries, completing a unique fellowship at the CNN headquarters
- Maintained client relations following the end of the program, working to develop an ongoing fellowship alumni network that benefited CNN International NewsSource
- Provided direction and support to Journalism Program Manager including day to day administrative support and scheduling.
- Assisted Creative Director with on-location shoots, production requests, Final Cut Pro Editing, digital photography and taped shoots
- Co-ordinated live crosses for clients during the 2012 Presidential Election based in the election coverage center at the CNN World Headquarters
- Produced and directed live shoots for international clients during the 2012 Presidential Election
- Performed administrative duties for the CNN Chief of Protocol
- Created Protocol Agendas and assisted with high-profile guests to CNN including Martin Sheen, The Prime Minister of Ireland and Emma Thompson