Aly Mangeot

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**EDUCATION**

Ohio University, Athens, OH

Graduated May 2025, Summa Cum Laude

Bachelor of Science in Communications Studies

Major in Communication Studies
Minor in Marketing

GPA: 3.97

**EXPERIENCE**

**Sales Associate at The Snooty Fox,** Cincinnati, OH April 2018 – August 2021

* Trained and mentored new staff members on product knowledge and customer service
* Closed and opened store
* Skills in cash management and balancing cash register
* Maintained a clean, organized, and inviting store environment, resulting in an increase in customer engagement.

**Inventory Associate at LSI Industries,** Cincinnati, OH May 2022-August 2022

* Prepared detailed reports on inventory levels, stock movements and discrepancies.
* Maintained accurate records of inventory transactions, resulting in improved accuracy and accountability.
* Monitored and analyzed inventory trends to anticipate stock requirements.

**Hostess at Brio Italian Grille,** Cincinnati, OH April 2023-August 2023

* Proficiency in managing reservations and seating arrangements efficiently, ensuring that the restaurant operates smoothly during busy times
* Communicated with guests to coordinate parties of 20+

**Social Media Marketing Manager: The Classic Rock Experience** Remote June 2024- Present

* Create and manage social media accounts on platforms such as Facebook, Instagram, TikTok, and Twitter for a classic rock band, increasing followers and reach.
* Managing social media page with 11,000+ followers
* Design promotional posts and ads using Canva, increasing event attendance.
* Work with band members to ensure social media content matched branding and promotional goals.
* Maintaining a content calendar and running targeted ads for shows based on demographics and locations.

**Social Media Marketing Manager: Sabbath** Remote October 2024- April 2025

* Create and manage social media accounts on platforms such as Facebook, Instagram, and Twitter for a classic rock band, increasing followers and reach.
* Managing social media page with 4,000+ followers
* Design promotional posts and ads using Canva, increasing event attendance.
* Work with band members to ensure social media content matched branding and promotional goals.
* Maintaining a content calendar and running targeted ads for shows based on demographics and locations.

**LEADERSHIP AND INVOLVEMENT EXPERIENCE**

**Sigma Kappa Sorority** Ohio University, Athens, Ohio December 2022 – March 2024

*Public Relations Chair*

* Managing social media accounts for sorority with 2,000+ followers
* Planning and communicating with 10+ organizations for university events
* Engage and recruit potential new members through daily content

**VOLUNTEER WORK**

**Digital Marketing Volunteer** Franklin County, IN Emergency Management Agency Sep 2024-Present

* Manage social media accounts for Franklin County EMA to enhance communication and outreach.
* Create flyers and digital content to connect with the local community.
* Ensure clear communication and build connections with residents through engaging content.

**RELEVANT COURSEWORK**

**Digital Marketing and Sales Strategy** May 2023 - August 2023

* Completed various Hub Spot Academy Certifications for digital, inbound, and social media marketing.

**Research Assistant.** January 2024 - May 2024

* Participated in Qualitative research on Social Return on Investment for the Sugar Bush Foundation through Scripps College of Communication.

**Cengage Microsoft Excel Course.** September 2024 - October 2024

* Developed proficiency in creating and formatting worksheets and charts, enhancing data visualization skills.
* Gained expertise in applying formulas and functions for data analysis and formatting techniques to improve spreadsheet usability.
* Learned to manage and analyze large datasets, create advanced charts, and utilize "What-If" analysis for predictive modeling.

**HONORS AND RECOGNITION**

**Dean’s List** Fall 2021 – Present

**President’s List** Spring 2023, Fall 2024, Spring 2024