

Alana Address  
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## EDUCATION

Loyola University Maryland  
**Bachelor of Business Administration in Marketing**

September 2020- May 2024

Baltimore, MD

- Minor: **Communications and Management Consulting**
- **Division I Athlete - Swimming**
- GPA: 3.6

Germantown Academy  
**High School Diploma**

Fort Washington, PA  
September 2016- June 2020

## RELEVANT EXPERIENCE

### Swiftie

2006-present

- Discovered Our Song in 2006 and instantly became a fan, encouraging friends and family to listen to Taylor Swift increasing Taylor Swift awareness
- Passionate Swiftie with a deep appreciation for Taylor Swift's music, creativity, and cultural impact. Excited to bring authentic enthusiasm to a vibrant promotional shoot celebrating Swifties worldwide.
- Attended multiple Taylor Swift concerts (exact dates below) engaging in the live fan experience, contributing to the high-energy atmosphere.
- Attended The Speak Now World Tour in August 2011, then was gifted the Speak Now World Tour Documentary for Christmas where it was played on repeat
- Attended The Red Tour in 2013, waited undercover for at least 2 hours while a thunderstorm passed through the area
- Attended The 1989 World Tour in 2015, this tour also included special guest Rachel Platten
- Attended The Reputation Stadium Tour in 2018
- Attended The Eras Tour in 2023 then traveled to Lyon, France to see The Eras Tour two more times in 2024
- Knowledgeable about Taylor Swift's career, from her music and videos to public appearances, ensuring a deep connection with her artistry.
- Active participant in Taylor Swift fan groups, social media discussions, and events, fostering connections and promoting fan-driven content.
- Proud collector of Taylor Swift merchandise, demonstrating long-term loyalty and dedication to her career and fanbase.

### Bozzuto

King of Prussia and Conshohocken, PA  
June 2023 - August 2023

**Sales and Marketing Intern**

- Assisted with day to day functions, that included:
  - managing CRM queue and following up with residents and prospective residents (Yardi / Voyager software)
  - Generated weekly market comparison report for specific apartment complex
  - Toured prospective residents to encourage new leases and increase sales, contributing to higher occupancy and overall revenue growth
  - Generated lease contracts and assisting new residents with the leasing process (BlueMoon leasing software)
  - Created and managed the property Instagram by posting weekly events and news, resulting in a 20% increase in engagement
  - Planned and coordinated at least two resident events per month
  - Worked with local companies to build partnerships
  - Assisted with concierge duties including accepting and organizing residents packages
  - Attended extensive trainings on multifamily property management, Fair Housing policies, Bozzuto STANDARDS, marketing, Yardi, RealPage, and more

### Remix Fitness Studio

Horsham, PA

**Marketing Intern**

May 2022 - August 2022

- Worked on the development and implementation of new business strategies, including targeting young athletes and retired athletes
- Performed market research on target market and competing companies using industry reports to identify key trends and competitive insights to inform marketing strategies
- Actively participated in meetings and assisted in brainstorming sessions to generate ideas
- Researched target market interests and trends
- Analyzed competition: services provided, pricing merchandise sold, marketing campaigns, and promotions
- Assisted with strategic partnerships with businesses that have similar clientele to Remix
- Tracked, reported and analyzed marketing trends in social media and advertisements using Industry reports

## LEADERSHIP EXPERIENCE

### Student Athlete Advisory Committee (SAAC)

Loyola University Maryland

**Social Media Coordinator**

September 2021 – May 2024

- Selected to participate as a member who serves as a liaison between the student-athletes, athletic committees, and school board
- Successfully managed the SAAC Instagram by strategically curating and creating engaging content
- Developed original posts to promote SAAC events and initiatives, ensuring alignment with organizational goals and branding guidelines
- Monitored social media metrics to assess the performance of content and adjusted strategies to optimize reach and engagement
- Coordinated with other SAAC members and university departments to gather content, promote events, and maintain and cohesive online presence

### Loyola Marketing Ambassador (LMA)

Loyola University Maryland

**General Member**

September 2021 – May 2024

- Selected to participate as an ambassador to help market what the Loyola marketing department has to offer, such as by encouraging other students to major or minor in marketing
- Attended new student recruiting events and/or gives brief presentations and Q&A about studying marketing

### Loyola University Maryland Fitness and Aquatic Center

Loyola University Maryland **Group Fitness**

**Instructor**

September 2023 – May 2024

- Designed and led diverse fitness classes twice a week, including Strength, HIIT, Spin, and yoga for groups averaging 15 participants, fostering an inclusive and motivating environment
- Developed and implemented engaging workout routines tailored to various fitness levels, enhancing participant satisfaction and retention
- Certified by AFAA to ensure safe and effective instruction while addressing participants needs and safety concerns
- Monitored and evaluated class performance, providing constructive feedback and modifications to maximize individual progress to achieve fitness goals
- Promoted classes through social media and community outreach, increasing attendance and building loyal participant base
- Collaborated with fellow instructors and management to plan special events and workshops, contributing to a dynamic and varied fitness program

## SKILLS

Software: Microsoft Office (Word, Excel, PowerPoint, Access, Outlook), Adobe (Audition, Photoshop)

Social Media: Facebook, Instagram, Twitter, LinkedIn, Canva, TikTok, BoxOut Sports

Knowledge: Content Creation and Social Media Marketing, Product Marketing, Market Analysis, Event Planning, Customer Relationship Management (CRM), Communication and Presentation