

Alisa Krause

MARKETING COMMUNICATIONS | CONTENT | CAMPAIGNS

linkedin.com/in/alisa-krause | alisakrause@usf.edu | (941) 210-1335 | alisakrause.com

PROFESSIONAL SUMMARY

Bilingual marketing communications leader with an MBA and hands-on experience across research, health innovation, consumer brands, and early-stage technology. Builds integrated campaigns spanning web, social, email, video, events, and physical brand touchpoints while coordinating stakeholders and measuring engagement.

EXPERIENCE

University of South Florida — Bridge2AI-Voice

2025 – Present

Head of Bridge2AI Voice Communications and Media | Institute for Voice and Hearing Innovation

- Own communications and media across Bridge2AI-Voice and the Institute for Voice and Hearing Innovation, translating technical research and program updates for scientific, clinical, partner, and public audiences.
- Build and maintain WordPress content for publications, programs, events, announcements, and stakeholder updates; manage email and social channels across Constant Contact, Instagram, LinkedIn, Facebook, and X.
- Lead promotion and communications logistics for the international Voice AI Symposium, professional courses, wellness programs, networking events, and the Bridge2AI-Voice Hackathon.
- Develop brand messaging, advertisements, social creative, event recaps, merchandise, and attendee materials supporting the Institute's 2026 opening and ongoing community presence.
- Coordinate faculty, staff, and research teams around scope, deadlines, approvals, deliverables, and engagement reporting.

NomNom AI

Mar 2025 – May 2025

Marketing Lead | Contract, Remote

- Led the company's marketing website and contributed to UI design for an AI-powered fitness and nutrition app, maintaining brand consistency across the acquisition and product experience.
- Implemented automated email onboarding and customer-response workflows to support activation, retention, and timely user communication.
- Directed social strategy and TikTok content for health and wellness audiences, using short-form video to build awareness and support user acquisition.

Coca-Cola Beverages Florida

May 2024 – Feb 2025

Marketing Intern | Full-time, Hybrid

- Produced 10+ video/animated posts, 20+ graphics, 15+ email campaigns, and an iPad display animation for Rapid Refreshment; scheduled social content in Meta Business Suite and supported field marketing.
- Updated 10+ website banners and 15+ inventory images, generated 15+ campaign images with Canva Magic Studio, and created a Photoshop SOP for future marketing interns.
- Automated real-time beverage inventory updates with Power Automate and supported BigCommerce order verification, Freshdesk tickets, and customer communications.
- Analyzed email and campaign performance in Excel and Mailchimp, built performance scorecards, participated in Google Performance Max reviews, and presented contributions to the C-suite.

Bubble Skincare

May 2023 – Oct 2023

Community Marketing Intern | Full-time, Remote

- Contributed to 57% TikTok audience growth, from approximately 700K to 1.1M followers during the internship.
- Engaged proactively with Bubble-related user-generated content, including posts exceeding 1M views, through timely and brand-aware interactions.
- Answered product questions and delivered tailored recommendations based on consumer age, skin type, and product needs.

EDUCATION

University of South Florida — MBA, Finance Concentration; GPA: 3.78

2026

University of South Florida — B.S. Marketing, Digital Marketing Concentration; GPA: 3.78

May 2024

SKILLS, TOOLS & CERTIFICATIONS

Marketing: Brand communications, content strategy, social media, email marketing, event marketing, campaign reporting, community management, customer lifecycle communication

Creative & Web: Adobe Illustrator, Photoshop, Express, Canva Magic Studio, Final Cut Pro, WordPress, BigCommerce

Platforms & Analytics: Constant Contact, Mailchimp, Meta Business Suite, Tableau, Microsoft 365, Power Automate, Freshdesk

Certifications & Languages: HubSpot Email Marketing; HubSpot Social Media Marketing I & II; fluent English and German