

Allison Teetsel

Experienced Content Creator

Rensselaer, NY 12144

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Experienced Content Creator, specializing in B2B, B2C, SEO, SEM, Social Media, and WordPress. Strong support professional with a Bachelor of Arts (BA) in English Writing Arts/Linguistics from the State University of New York at Oswego and Master of Arts from SUNY New Paltz.

Willing to relocate to: Albany, NY - Remote

Authorized to work in the US for any employer

Work Experience

Content Creator

HIPB2B - Castleton-on-Hudson, NY

October 2021 to January 2022

- Research and plan out effective and engaging content ideas for industry related topics
- Optimize content according to SEO standards and principles
- Proofread the material to be published
- Coordinate with other team members to clarify articles
- Upload the latest content on social media platforms
- Stay up to date with latest industry trends and practices

Front Office Manager

TownePlace Suites by Marriott - Latham, NY

October 2019 to October 2021

- Problem Solving- Identifies and resolves problems in a timely manner. Develops alternative solutions, uses reason at all times. Makes timely decisions while exhibiting sound judgment. Includes appropriate people in decision making process.
- Customer Service - Assist in maximization of Customer Service by attaining 80% or better on Franchise Guest Service Scores. Manages difficult or emotional customer situations. Responds promptly to customer needs, requests for service and assistance.
- Communication - Demonstrates group presentation skills. Speaks clearly and persuasively in positive or negative situations. Writes clearly, and has the ability to read and interpret written information. Assists management team in conducting employee meetings and other events.
- Team Work - Exhibits objectivity and openness to the views of others and contributes to building a positive team spirit. Upholds organizational values, treats people with respect and promotes a harassment free environment.
- Quality Management - Assists in achieving BLA minimum scoring standard on all Brand Quality Assurance inspections. Must maintain 80% or higher on Franchise product quality scoring. Inspect back of office and public areas for cleanliness and preventative maintenance upkeep on a daily basis. Looks for ways to improve and promote quality while demonstrating accuracy and thoroughness. Strives to increase productivity.

- Adaptability – Able to deal with frequent change, delays or unexpected events, changing approach or method to best fit a situation.
- Initiative - Meets challenges with resourcefulness, generates suggestion for improving work and takes responsibility for own actions. Asks for and offers help when needed.
- People Management – Ensures each employee completes orientation and required brand training. Ensure proper and timely execution of all employee related documentation (i.e. new hire paperwork, separation reporting, status changes, benefits documentation, etc.). Maintains effective employee relations programs within the hotel. Provides regular performance feedback to all employees. Manages difficult or emotional employee situations. Develops subordinates skills and encourages growth.
- Compliance – Assists in ensuring all internal BLA communication is posted as required. Adheres to all polices and procedures required by Buffalo Lodgings internal audit system including but not limited to cash flow, direct billing accounts, credit card payments, registration and reservation cards. Maintains confidentiality.
- Business Acumen – Accurately forecast schedule changes based on forecasted occupancy. Performs Front Desk shifts as needed to ensure efficient operations.

Freelance Copywriter, Content Manager, and Virtual Assistant

Allison Gray Teetsel Copywriting and Web Services - Rensselaer, NY
January 2008 to October 2021

Identify marketing campaign objectives and develop comprehensive cross-platform strategies.

- Create engaging, informative content, including webpage copy, press releases, blog posts, and articles.
- Conduct original research and write features for locally-based news publications.
- Promote performance events using traditional and online media channels.
- Perform thorough website reviews to determine SEO needs and opportunities.
- Research and write original blog posts for an industry-specific blog.
- Create, moderate, and organize content for a Facebook group with 1,200+ members.

Front Desk Supervisor

Residence Inn by Marriott - Kingston, NY
May 2018 to November 2019

Supervised a staff of 5 full-time associates.

Provided direct support to the AGM.

Assisted the DOS with group reservations and sales leads.

Guest Service Agent

Residence Inn by Marriott - Kingston, NY
May 2016 to May 2018

- Professionally greets, registers, obtain pertinent information and establishes credit prior to assigning rooms to guests.
- Identifies the needs of each guest and provides relevant information regarding the hotel services and amenities. Responds to all guest requests in a timely manner.
- Takes reservations from incoming callers while providing superior service and inputs all information into the hotel management system. Updates and cancels reservations in the system as requested by the guest.

Content Strategist and Blog Editor-in-Chief

DragonSearch - Kingston, NY
2010 to 2011

Created and promoted unique web content, including website copy, press releases, articles, blog posts, photos, and video for a rotating list of 20+ clients.

- Utilized brand-specific social media accounts to facilitate customer engagement.
- Conducted in-depth keyword research and implemented on-site SEO strategies.
- Assessed and compiled data from Google Analytics into regularly scheduled reports to communicate developments in online branding campaigns and website performance to clients.
- Edited and scheduled blog posts for a team of 10 employees.

Education

Master's in English Education

SUNY New Paltz - New Paltz, NY

2004 to 2006

Bachelor's in English, Writing Arts Emphasis

SUNY Oswego - Oswego, NY

2001 to 2004

Skills

- Social Media Marketing (7 years)
- SEO (5 years)
- Content Creation (5 years)
- Guest Service
- Front Desk
- Customer Service
- Cash Handling
- Receptionist
- Marketing
- Copywriting
- Digital Marketing
- Google Analytics
- WordPress
- Blogging
- Content Management
- Branding
- Keyword Research
- Social Media Management
- Linkbuilding
- SEM
- PPC Campaign Management
- SEO Tools
- Accounts receivable (3 years)

- Medical office experience (3 years)
- Healthcare management (Less than 1 year)
- Hotel management (3 years)

Assessments

Written communication — Highly Proficient

March 2021

Best practices for writing, including grammar, style, clarity, and brevity

Full results: [Highly Proficient](#)

Management & leadership skills: Impact & influence — Highly Proficient

August 2021

Choosing the most effective strategy to inspire and influence others to meet business objectives

Full results: [Highly Proficient](#)

Proofreading — Highly Proficient

March 2021

Finding and correcting errors in written texts

Full results: [Highly Proficient](#)

Social media — Proficient

September 2021

Knowledge of popular social media platforms, features, and functions

Full results: [Proficient](#)

Written communication — Highly Proficient

September 2021

Best practices for writing, including grammar, style, clarity, and brevity

Full results: [Highly Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.