

ALYSSA M. PIERCE

Curriculum Vitae

WRITER, BOOKSELLER, SOCIAL MEDIA CONSULTANT

Current interests include studies in Gothic literature and literature in medicine.

Research Areas:

- Children's and Young Adult Literature
- Mythology and Fairy Tales
- Monsters and Monstrosity
- Gothic Literature
- Creative Writing: Fiction, Non-Fiction

EDUCATION

Rutgers University – Newark, Newark, NJ

B.A. in English Literature (May 2014)

Course of study: English Literature with dual minor in Psychology and History

PROFESSIONAL EXPERIENCE

Children's Department Lead

July 2016-Present

Barnes & Noble | Paramus, NJ

- Children's Lead responsibilities include merchandising the entire Children's and Young Adult departments, organizing store events and book fairs, and hosting bi-weekly story time events for children ages 6 months to 8 years.
- Maintains extensive knowledge of children's literature, learning materials, and current book trends.
- Collaborates with colleagues on developing new event themes and projects.
- Excellence in interpersonal communications, teamwork, and customer service.
- Commended for multitasking abilities, organizational skills, and excellent customer service.
- Develops professional relationship with parents and recommends books based on student interests and reading ability.
- Performs all other bookseller duties when necessary, including answering phones, cashiering, and product recovery.

Bookseller

November 2015-July 2016

Barnes & Noble | Clifton, NJ

- Provided excellent customer service while assisting customers in locating books within the store.
- Maintained knowledge of book release dates, titles, author names, and book availability to provide information in person and via phone.
- Provided customers with suggestions on books they might enjoy reading.
- Assisted the Community & Business Development Manager in generating book quotes for multiple institutional and corporate accounts and subsequently ordering, processing, and shipping books to those clients.
- Other duties included quick and efficient cashiering, placing book orders and organizing merchandise both in the receiving area and on the sales floor.

Middle School Language Arts Teacher

August 2015-November 2015

The Ethical Community Charter School | Jersey City, NJ

- Responsible for teaching reading and writing to 6th and 7th grade students.
- Developed and wrote 7th grade Language Arts and Writing curriculum.
- Responsibilities included communicating with parents, creating assessments, and assigning grades.

Special Education Permanent Substitute

February 2015-June 2015

The Ethical Community Charter School | Jersey City, NJ

- Taught 4th and 5th grade special education resource class in Language Arts and Math.
- Wrote fun, engaging and differentiated lessons for small group instruction.
- Gave one-on-one writing support to special education students.
- Responsibilities included communicating with parents, updating student goals, writing progress reports, and assigning grades.

4th Grade One-to-One Teaching Aide

August 2014-February 2014

The Ethical Community Charter School | Jersey City, NJ

- Responsible for assisting a special needs student in completing all academic tasks in all subjects.
- Offered support to small groups of 4th grade special education students in Math and Language Arts.
- Co-taught a writing class on various genres and gave students an opportunity to receive one-to-one conferencing about their writing.
- Taught an after-school entrepreneurship class for 5th and 6th grade students.

Help Desk Technician**April 2011-June 2014***Rutgers University-Newark | Newark, NJ*

- Designed and wrote the consultant handbook distributed throughout the department outlining procedures and regulations to be followed by all departmental employees.
- Effectively assisted members of the University in troubleshooting computer and software related issues via phone, email, chat, and in person promptly and efficiently.
- Trained new student employees in Help Desk procedures.
- Proficient in Microsoft Office as well as student applications such as Blackboard, eCollege, and Sakai.

Writing Program Receptionist/Tutor**October 2009-May 2014***Rutgers University-Newark | Newark, NJ*

- Tutored in writing composition and reading comprehension at the University level.
- Edited essays written by ESL students for syntax errors.
- Responsible for maintaining the logs that tracked all appointments made by students to see tutors.
- Optimized daily operations by providing customer service, filing folders, and other office-related tasks.

TEMPORARY/CONTRACT WORK

Social Media Manager**January 2014-Present**

- Develops internet-based approaches to create visibility and awareness for various businesses and organizations through creative promotional planning.
- Manages various social media accounts by creating eye-catching content and generating reports.
- Track record of creating and implementing successful social media programs. In less than one month, one small clients Facebook presence jumped from 97 post impressions by 98 people to 1,929 organic impressions by 687 people.
- Keeps up-to-date with constantly evolving technologies in online social networking, the blogosphere, and search tools and works closely with clients to create innovative, effective campaigns.

PUBLICATIONS

- *Tiny Buddha*, February 2016: "There's No Expiration on Grief"
- *Unbroken Journal*, May 2015: "Graveside Wedding"
- *RheumatoidArthritis.com*, January 2015: "Learning to Slow Down: RA Lifestyle Changes"
- *Newark Computing Services*, March 2014: "Consultant Handbook: Operational Policies, Procedures, and Expectations"

- *Caroline & Rebecca: Rebecca's Day at the Beach*, November 2011
- *Caroline & Rebecca: Rebecca Gets Into Trouble*, July 2010

CERTIFICATIONS

- NJ DOE Certificate of Eligibility for K-12 Teacher of English
- NJ DOE Certificate of Eligibility in K-6 Elementary Education
- NJ DOE Hudson County Substitute teaching license