

ALIZA SHERMAN
1327 Karluk Street #3
Anchorage, AK 99501
907-244-8681
aliza@mediaegg.com

Published journalist and author, multimedia content developer, and long-time digital marketer seeking creative work at a visionary company with a strong, positive mission and passionate people who care.

CORE COMPETENCIES

- Writing/Copywriting
- Digital Marketing Strategy and Implementation,
- Content Development
- Social Media Marketing
- Blogging and Podcasting
- Public Speaking/Teaching
- Audio Production and Voice Talent
- Event Management and Marketing
- Email Marketing
- Mobile Marketing
- Video Production and On Air Talent

CAREER HIGHLIGHTS

- Published 12 books including *Social Media Engagement for Dummies*, *Mom Incorporated*, and *The Happy, Healthy Nonprofit*
- Writer for publications/websites including *Entrepreneur* and Mashable.
- Launched a social media agency in 2005 and mobile apps development company in 2010.
- Produced a 12-part documentary television series about social issues for Wyoming Public Television in 2004.
- Started the first women-owned, full-service Internet company in 1995.
- Launched the first three websites for women in 1995: Cybergrrl, Webgrrls, and Femina.

EXPERIENCE

2010-Present	Owner, Writer, and Digital Marketer	Mediaegg, LLC
2005-2010	Digital and Social Media Marketing Strategist	Conversify, Inc.
2004-2005	Producer, Writer, and Voice Talent	Wyoming Public TV/Radio
2003-2004	Internet Marketer and Teacher/Trainer	Big Horn Marketing
2001-2003	Manager of Marketing & Public Relations	Wyoming Business Council

EDUCATION

Liberal Arts, University of Virginia and Virginia Commonwealth University; Fashion Merchandising and Marketing, Philadelphia College

OTHER

RVing, Karaoke