

## Alyssa Corasanti

**Position, Company:** Marketing Manager, Paid Media – World Wildlife Fund

Alyssa manages the advertising program for World Wildlife Fund; a large, global environmental non-profit headquartered in Washington, D.C. In her role, she plans and executes campaigns driving awareness, fundraising, and ecommerce conversions.

Alyssa is a 2015 SU graduate with 10 years of experience in marketing with expertise in planning and executing paid media campaigns. Her experience spans traditional and digital marketing with a diverse background working within publisher, agency, and in-house marketing teams.

Outside of her career, Alyssa enjoys crafts and DIY projects, golfing, game nights, puzzles, concerts, and trying new restaurants. Although she grew up an hour outside of D.C. and frequently returns to Maryland to visit friends and family, she currently resides with her husband and two dogs in Buffalo, NY where she works remotely.