

Marissa Parisi

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EDUCATION

American University, School of Communication

B.A. Journalism & Psychology

RELEVANT EXPERIENCE

Association for Cognitive and Behavioral Therapies September 2025-Present

Meeting Planner (Contract)

- Assist Director of Education and Meeting Services with daily tasks regarding 2026 11th World Confederation of Cognitive and Behavioral Therapies Congress in San Francisco, June 25-28, 2026
- Schedule general session program (panels, roundtables, workshops, oral presentations, posters, keynotes, etc)
- Organize best possible program layout while considering any conflicts
- Manage data entry into Cadmium software that creates the convention website, itinerary planner, and mobile app
- Maintain charts of usage of sleeping rooms and meeting space, sleeping room rates, use of overflow hotels and VIP
- Copyedit program and other copy for display on itinerary planner, program book PDF, and convention app
- Assist with creation of hotel specs including food and beverage and audio-visual requirements
- Coordinate posting attendee information and updates to the Congress website

American Academy of Otolaryngology July 2022-September 2025

Program Manager, Publications & Communications

- Promoted twice during time at company
- Spearheaded Social Media Improvement Workgroup as part of initiative tasked by CEO
- Wrote and copyedited content for in-house digital magazine, *The Bulletin* and assisted in marketing
- Researched and coordinated with other departments, draft, and send weekly e-newsletter
- Copyedited 1,000+ scientific abstracts for publication in annual supplement to *Otolaryngology - Head and Neck Surgery* according to AMA Style
- Assisted with facilitation and maintenance of education program and offerings at Annual Meeting

MakeUseOf June 2022-September 2024

Social Media Feature Writer

- Wrote about the latest in social media news and how-to's
- Copyedited and updated outdated information to refresh content using SEO strategies

Lavender House August 2020-Dec 2021

Social Media Intern

- Created and scheduled social media posts for a variety of business clients
- Found and contacted social media influencers to promote clients' brands
- Created graphics for social media consumption
- Analyzed strategies for growth including use of hashtags, timing of posts, audience engagement, etc.

MEMBERSHIPS & CERTIFICATIONS

American Society of Association Executives (ASAE) - Member

The American Copy Editors Society (ACES) - Member - Completed: Poynter ACES Intermediate Certificate in Editing

SKILLS

- Social Media: Twitter (X); Instagram; Snapchat; Facebook; LinkedIn; Tiktok; Reddit
- Industry Knowledge: AP Style; AMA Style; SEO; Data Analysis; Research; Photography & Videography Principles
- Tools & Technologies: Canva; Mailchimp; Asana; iMIS; Adestra; HubSpot; CapCut; Editorial Manager (EM); Cadmium; Google Analytics; Microsoft Office (Word, Excel, PowerPoint, etc); Google Suite (Docs, Sheets, Slides, etc); Basic Knowledge of Adobe Photoshop & Premiere Pro