

ALYSSA RICKARDS

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SUMMARY

Communications, operations, and community engagement professional with experience in nonprofit leadership, healthcare outreach, fundraising, event management, and digital communications. Skilled in coordinating large-scale initiatives, managing cross-functional projects, developing strategic marketing campaigns, and building strong community partnerships. Experienced in website management, public engagement, organizational operations, and mission-driven program support.

EXPERIENCE

Festival Director

Lower Town Arts & Music Festival (LTAMF) | Paducah, KY

May 2025 – Present

- Lead planning and execution of a large-scale regional arts and music festival attracting approximately 20,000 attendees annually
- Direct sponsorship development, fundraising, vendor coordination, volunteer management, marketing, and community partnerships
- Oversee festival communications, branding, website management, and digital engagement strategies
- Coordinate logistics, programming, and operational planning across multiple stakeholders and city partners
- Develop and manage timelines, event materials, outreach efforts, and cross-functional coordination to ensure successful event execution

Development and Communications Coordinator

LivWell Community Health Services | Paducah, KY

Apr 2025 – Present

- Lead community engagement initiatives to increase organizational visibility and stakeholder involvement
- Plan, coordinate, and support fundraising campaigns, events, and donor outreach efforts
- Develop and implement marketing strategies across digital, print, email, and social media platforms
- Manage website content, communications materials, and organizational branding initiatives
- Support outreach efforts through strategic communications and public engagement
- Utilize Google Analytics, Google Tag Manager, Meta Pixel, and Mailchimp analytics to monitor campaign performance and audience engagement

EIS Prevention and Outreach Coordinator

LivWell Community Health Services | Paducah, KY

Nov 2024 – Apr 2025

- Conducted HIV and STI testing in community-based settings serving underserved and at-risk populations
- Provided prevention education, referrals, and community resources related to HIV and STI prevention

- Supported outreach initiatives and public health engagement efforts across the region
- Maintained accurate documentation, reporting, and confidential client records

Operations Manager

Yeiser Art Center | Paducah, KY

Aug 2024 – Oct 2024

- Supported organizational operations, exhibitions, community engagement initiatives, and public programming
- Managed social media, public communications, networking, and marketing efforts
- Assisted with grant writing, reporting, budgeting, and compliance activities
- Maintained financial records and operational documentation using QuickBooks
- Oversaw gallery operations and staff coordination during organizational transition

Gallery Manager

Yeiser Art Center | Paducah, KY

Jun 2021 – Aug 2024

- Managed administrative operations, exhibitions, memberships, educational programming, and community events
- Developed and maintained website content, digital communications, and marketing materials
- Planned and executed community events, including the Lower Town Arts & Music Festival
- Designed and implemented marketing strategies to increase attendance, engagement, and community visibility
- Supported sponsorship development, fundraising efforts, and grant research
- Coordinated gallery installations, exhibition transitions, artist communications, and visitor engagement

Administrative and Editorial Assistant

American Quilter's Society | Paducah, KY

Mar 2019 – Jun 2020

- Supported editorial production for national magazines and book publications
- Managed administrative operations, scheduling, and office coordination
- Assisted with marketing budgets and logistics for large-scale national events
- Coordinated quilts and materials for publication shoots and exhibitions
- Contributed to event preparation and on-site support for QuiltWeek events

Associate Producer, Events

Healthspottr Media | San Francisco, CA (remote)

May 2016 – Sep 2017

- Planned and executed professional events from concept through completion
- Managed Salesforce data, event budgets, logistics, and customer communications
- Coordinated speaker travel, event collateral, and attendee engagement
- Provided on-site event coordination and operational support

Private Events Assistant

Wingtip by On the Fly | San Francisco, CA (remote)

Sep 2015 – Feb 2017

- Assisted with planning and execution of private and corporate events

- Managed vendor relationships, administrative logistics, and event budgets
- Created event collateral and supported operational coordination

Manager, Customer Relations

Gotham City Online | Mayfield, KY

Sep 2010 – Jun 2015

- Oversaw customer service operations and online customer engagement
- Managed e-commerce platforms including company websites, Amazon, and eBay
- Maintained social media presence, online marketing efforts, and digital content
- Wrote product articles, instructional materials, and customer-facing content
- Assisted with product launches, updates, and online merchandising

EDUCATION

Southeast Missouri State University | Cape Girardeau, MO

Bachelor of Science in Business Administration (In Progress)

Expected Graduation: May 2028

West Kentucky Community and Technical College | Paducah, KY

Associate of Arts

Associate of Applied Sciences

Business Administration Certificate

Coursework in Business Administration, Human Resource Management

Additional Credential

Nonprofit Marketing & Communications Credential

Utah Nonprofits Association

COMMUNITY LEADERSHIP

- Leadership Paducah – Class 39 Participant
- Weekly Volunteer, Family Service Society
- Annual Event Volunteer, Maiden Alley Cinema (REIFF & Oktoberfest)
- Annual Event Volunteer, Juneteenth Festival
- Regular Volunteer, Yeiser Art Center