

Alyssa Young

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Experience

Drake University Assistant Director, Internal & Strategic Communications July 2015-Present

- Developed and implement weekly internal newsletter aimed at keeping faculty, staff, and students informed and engaged in the campus community
- Provide strategic direction to high-level partners on campus, including President's Office, Executive Education Center, international programs
- Craft internal messages and messaging points for community appearances for President Marty Martin
- Developed comprehensive brand book for the University, working with outside firm to develop brand guidelines and integrate existing brand standards with brand theory and new elements
- Beyond job responsibilities, serve on All Staff Council and part of steering committee for first women and leadership symposium on campus geared toward faculty and staff

Drake University Digital Writer/Editor December 2012-June 2015

- Wrote content for a variety of communication vehicles geared at several audiences including employees, students, prospective students, alumni, donors, and the community
- Oversaw planning and implementation of online recruitment tool
- Planned and provided strategic content for website redesign
- Developed integrated marketing communications plan for the University
- Provided communication recommendations and vision guidance for clients across campus
- Coordinated and provided creative direction on video productions

Drake University Public Relations Specialist February 2012-December 2012

- Managed media relations efforts for all areas of campus, securing coverage in publications including the *Des Moines Register*, *Christian Science Monitor*, and *U.S. News & World Report*
- Managed electronic newsletter for audience of 60,000+; developed, assigned, and edited articles and provided creative direction
- Managed student interns
- Led development of expert guide for University, which involved building relationships across campus

Hanser & Associates Account Executive September 2010-February 2012

- Worked with myriad clients in all areas of public relations – media relations, event management, promotions, on-site media management, media buying, and strategy

- Managed social media networks for megabus.com – content creation, engagement, measurement, and strategy
- Managed media relations for Des Moines Home & Garden Show with 21:1 ROI

Additional Employment

- *The Meyocks Group, Public Relations Intern, June 2010-September 2010*
- *Daily Iowan, Metro Editor, September 2009-March 2010*
- Rockwell Collins, Inc., Enterprise Communications Intern, June 2009-August 2009
- *The Cedar Rapids Gazette, Reporting Intern, August 2008-December 2009*

Education

Drake University

Graduation: December 2014

Master of Communication Leadership

University of Iowa

Graduation: May 2010

B.A. in Journalism & Mass Communication, Certificate in Entrepreneurial Management

Community Involvement

Habitat Young Professionals Leadership Council – President	Present
Lead Like a Lady – Secretary	Present
Volunteer, Greater Des Moines Habitat for Humanity	2011-Present
Member, American Marketing Association	2014
Young Professionals Connection – Marketing Chair	2012
Public Relations Society of America – Social Co-Chair	2012
Volunteer, Youth Emergency Services Shelter	2012
Volunteer, One Iowa	2011-2012