

ALYSSA J. YOUNG, MCL

Phone: (319) 389-5139 | Email: alyssa.cashman@gmail.com

Address: 5101 Merced Street, Des Moines, IA 50310

EXPERIENCE

DRAKE UNIVERSITY

Assistant Director of Internal & Strategic Communications

Des Moines, IA
July 2015–Present

- Led the development and execution of strategic communications to key stakeholders regarding significant changes to the University's tuition pricing model
- Developed and implemented weekly internal newsletter aimed at keeping faculty, staff, and students informed and engaged in the campus community; maintain a unique click rate of 40–50%
- Worked directly with Drake University President's office and other University executive departments on high-level, strategic communication efforts, including response and risk management communications
- Created, implemented, and managed strategic communications for roll out of Drake Executive Education Center, resulting in \$400,000 in revenue in first year of operation
- Crafted internal messages and messaging points for community and campus engagements for Drake University President Marty Martin
- Led the development of a comprehensive brand and brand book for Drake University by partnering with an outside firm to establish brand guidelines and integrate existing brand standards
- Beyond job responsibilities, served on All Staff Council, which included working to improve communications to and among staff with the goal of enhancing engagement in Council activities

DRAKE UNIVERSITY

Digital Writer/Editor

Des Moines, IA
December 2012–June 2015

- Wrote creative content for a variety of communication vehicles—including newsletters, institutional magazine, website, brochures, advertising, and more—geared at key stakeholders such as employees, students, prospective students, alumni, donors, and the community
- Oversaw planning and implementation of online tool to attract and recruit prospective students
- Assisted planning and content creation for website redesign to impact strategic communication priorities
- Developed an integrated marketing communications plan for Drake University
- Provided communication recommendations and vision guidance for University clients across campus
- Coordinated and provided creative direction on video and multimedia productions

DRAKE UNIVERSITY

Public Relations Specialist

Des Moines, IA
February 2012–December 2012

- Managed media relations efforts to 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

Des Moines, IA
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

EDUCATION

DRAKE UNIVERSITY

Master of Communication Leadership

Des Moines, IA
Graduated: December 2014

COMMUNITY INVOLVEMENT

Habitat Young Professionals Leadership Council— <i>President</i>	Present
<ul style="list-style-type: none">• Lead board of 7• Led group to raise most money in group's history, exceeding fundraising goal• Tripled membership numbers in one year	
Lead Like a Lady— <i>Secretary</i>	Present
Habitat Young Professionals Advisory Council (national)— <i>Communications Committee Chair</i>	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

REFERENCES

Jaimie Miller-Ackley

Executive Director

Iowa Credit Union Foundation

jaimiem@iowacreditunionfoundation.org

221-3001

Jenna Ekstrom

Director of Marketing & Development

Greater Des Moines Habitat for Humanity

jennaekstrom@gdmhabitat.org

471-8686 ext. 126

Kelly Bruhn

Associate Dean

Drake University

Kelly.bruhn@drake.edu

271-2124

Amanda Byers

PR Manager

Integer Group

amandabyers@integer.com

Additional references available upon request.