

**ALISON**

MONAGHAN



# ALISON MONAGHAN

## *Biography*

**A**t a young age, it was clear that Alison Monaghan had a knack for telling a story. As she pursued a degree in journalism, she discovered her passion truly lied in creating the opportunity rather than reporting and focused on an emphasis in public relations at Iowa State University before heading west to launch her career.

Monaghan got her start in public relations in Las Vegas where she spent several years with Nevada's premier PR and marketing firm, Kirvin Doak Communications. During her tenure, she provided strategic communications for a diverse range of industries including hospitality, travel, e-commerce, entertainment, non-profit and healthcare. Her efforts impacted clients such as Shriners Hospitals for Children Open, VEGAS.com, XS Nightclub, MGM Resorts, Nevada Cancer Institute and more.

She worked on several campaigns within the music industry, including the launch of artist

residencies at Wynn Las Vegas, garnering attention from national media outlets like Rolling Stone, The New York Times, USA Today and Billboard. She also led the efforts for Electric Daisy Carnival, North America's largest music festival, during its relocation to Las Vegas in 2011 through 2014. During this time, her team touched on all of Insomniac's festivals across the globe, including introducing the first international endeavors with EDC London and EDC Mexico. In her final year working on the Las Vegas edition, she led her team to garner more than 1.5 billion media impressions for the three-day event.

While in Las Vegas, she was named a Rising Star of Business by the Las Vegas Business Press and caught the attention of Iowa State University's Alumni Association for its VISIONS Across America project, highlighting two alumni from each state in Spring 2014.

**L**ater that fall, Monaghan took her experiences and knowledge and turned toward another passion, her home state of Iowa, when she returned for a position with Meredith Corporation. She worked as an account supervisor at Meredith's content marketing agency, MXM, where she oversaw the production of articles, infographics, videos and creative for Bank of America's Better Money Habits.

In Fall 2015, she was tapped by the award-winning marketing agency, Happy Medium, to launch its public relations division. Today, as the communications director, she is tasked with telling the company's story as well as leading media relations efforts for a vast range of clients, from organizations like Home Builders Association of Greater Des Moines to non-profits like Ronald McDonald House. She managed the press strategy for the announcement of Knapp Properties Fourth + Court project, earning more than 4 million media impressions in one weekend and has secured Happy Medium coverage directly in national news outlets like Adweek, Digiday and The Huffington Post.

She also oversees and executes big picture strategy for the social media department, noted as the Best of Des Moines by the Business Record since 2011. Her team won four Hashies Awards this summer, including Best Snapchat for the strategy and execution on behalf of Principal Charity Classic.

Outside of work, Monaghan is dedicated to giving back, whether that be her hometown, her alma mater, her industry or Des Moines at large.

She was recently appointed as a board member for the I Have a Dream Foundation, and has been an active member of PRSA Central Iowa, serving on the planning committee for the fall institute and now on the Board of Directors as the social media chair. She has dedicated hours to volunteering with Animal Rescue League of Iowa and The Salvation Army. She has served on the sponsorship committee for the Alzheimer's Association's Walk to End ALZ and offered marketing and social media guidance to the Boys & Girls Clubs of Central Iowa. Monaghan serves as a member of the ISU Alumni Association, the Cyclone Gridiron Club and has dedicated herself to mentoring ISU public relations students through speaking events, hiring opportunities and individual guidance toward internships and full-time positions. She has also been a financial supporter of the Des Moines Playhouse, MS Society – Upper Midwest Chapter, Young Women's Resource Center, ARL, Ronald McDonald House of Des Moines, I Have a Dream Foundation (Des Moines), Dance Marathon, Alzheimer's Association, and Shriners Hospitals for Children.

After living in Kansas City, San Diego, Las Vegas and now Des Moines, she has never forgotten her hometown of Guthrie Center, and all the individuals that helped paved the way to reaching own goals. She participated in Tiger Housing, LLC, a collection of individuals that partnered to stimulate growth in the community's housing market. She has spoken at FCCLA District conference meetings, and has donated to fundraisers ranging from the fire department, hospital renovation, and repairs to the high school baseball field.

In her personal time, Monaghan loves to travel, watch movies and spend as much time with her dog, Dolly Parton, as possible.

# ALISON MONAGHAN

## VOLUNTEER

### I HAVE A DREAM FOUNDATION DES MOINES CHAPTER

*Board Member*

12.2016-PRESENT

### SALVATION ARMY

*Bell Ringer*

2010-PRESENT

### ALZHEIMER'S ASSOCIATION WALK TO END ALZ

*Sponsorship Committee*

03.2016-11.2016

### TIGER HOUSING LLC

*Member, PR Lead*

05.2014-07.2016

## PROFESSIONAL MEMBERSHIPS

### PRSA CENTRAL IOWA

*Board Member, Social Media Chair*

2017

*OctoPRfest Planning Committee*

2016

### WEST DES MOINES CHAMBER OF COMMERCE

### SOCIAL MEDIA CLUB OF DES MOINES

## HONORS

### 2014 IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

One of 100 alumni selected for the VISIONS Across America special publication, representing the State of Nevada

### 2012 LAS VEGAS BUSINESS PRESS

Rising Stars of Business

## WORK

### HAPPY MEDIUM

*Communications Director* 11.2015-PRESENT

- Launched the public relations division to offer service to current and prospective clients of the agency
- Manages external communications strategy and implementation for Happy Medium and its clients
- Oversees and executes big picture strategy for the Happy Medium social media team
- Works closely with Happy Medium CEO to create executive communications including speeches, talking points and presentations
- Creates compelling and specific media relations strategy to targeted media for clients

### MEREDITH CORPORATION

*Account Supervisor* 09.2015-10.2015

- Serves as a client contact for day-to-day needs and questions and supports the accountability for client program revenue. Upholds MXM standards of excellence for all marketing communication products/services
- Implements and manages integrated marketing programs based on client marketing goals. Creates clear and actionable engagement briefs, manages program timelines, while ensuring that programs are on budget
- Interfaces with clients, MXM team members (including creative, technical, and analytics staff), partner agencies and Meredith peers to ensure projects are on target with objectives, budget and schedule

### KIRVIN DOAK COMMUNICATIONS

*Account Director* 12.2010-09.2014

- Independently manage the day-to-day effort for a book of business, including account service, planning, execution and measurement; staff planning, development and oversight; and administration
- Demonstrate effective management skills including the delivery of account results, strategic planning, client relations, quality communication, proactive planning, staff development, measurement and hiring
- Integral part of the executive team including participating in monthly leadership meetings, proactively recruiting new business, and contributing to decisions attempting to enhance the company culture

### WYNN RESORTS

*Public Relations Specialist* 01.2010-12.2010

### KIRVIN DOAK COMMUNICATIONS

*Assistant Account Executive, Account Coordinator* 04.2007-01.2010

## EDUCATION

### IOWA STATE UNIVERSITY

*Bachelor of Arts (Journalism)* 12.2005