

# ALYSSA TOWNSEND

## CONTACT

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## EDUCATION

University of North Carolina at Chapel Hill  
B.A. Journalism and Mass Communication,  
Public Relations Specialization

## SKILLS

- Employee Communications
- Strategic Communications
- Content Development
- Social Media Strategy & Management
- Graphic Design
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere Rush
- Canva
- Copywriting
- Copyediting

## MEMBERSHIPS

- Toastmasters
- Alpha Kappa Alpha Sorority Inc.

## COMMUNITY INVOLVEMENT

- Food Bank of Central & Eastern North Carolina (2020-present)
- UNC Hussman School of Media and Journalism Mentorship Program (2020-present)
- UNC Project Uplift 50th Anniversary Alumni Advisory Board (2017-2019)
- Leadership Pensacola (2019)
- Impact 100 – Pensacola Bay Area (2016-2019)
- From the Ground Up Community Garden (2016-2019)

## HONORS & AWARDS

- 2018 Rising Star (Inweekly Independent News – Pensacola)
- 2017 Young Philanthropist Award (Impact 100 Pensacola Bay Area)

## PROFESSIONAL EXPERIENCE

### Nike

Global Manager, Consumer Creation Communications May 2022 to present

- Orchestrate a holistic global employee communications strategy for global Consumer Creation, creating and driving internal strategies and campaigns to connect teammates to leaders, strategy, the work and each other through strategic, aligned global communication initiatives

### Martin Marietta

Senior Communications Specialist June 2021 to April 2022

- Built and executed strategic communications that engaged, informed and inspired audiences (including 9,000+ team members across the U.S, Canada and the Bahamas)
- Collaborated with business partners, including but not limited to total rewards, talent acquisition, performance management, training & development, inclusion & engagement, and strategy & development to build and execute engaging, effective communications
- Led select employee engagement, change management and corporate brand campaigns
- Managed editorial calendar for internal communications and social media
- Led graphic design and creative direction, ensuring brand alignment and consistency
- Managed core protocols and documents to bring efficiency to workflow and processes
- Evaluated and optimized content across channels, including print, digital and events

Communications Specialist

October 2019 to May 2021

### SPARK Strategic Ideas

Social Media Specialist

March to October 2019

- Led portfolio's paid and organic social media strategy and implementation across platforms (Facebook, Instagram, Twitter, LinkedIn, Google My Business, Yelp, Nextdoor)
- Led community management and content development for each client, crafting a compelling and engaging social media presence and facilitating increased engagement and audience growth across all platforms

### Innisfree Hotels

Project Manager

August 2018 to January 2019

- Worked closely with in-house agency leadership to launch project management office, establishing creative intake process, resourcing approach and overall workflow
- Assigned resources and managed workflow for agency departments, including leadership, social media, graphic design, copywriting and digital teams
- Managed team of 20+ freelancers, vendors and long-term contract employees

Director of Social Media

November 2016 to August 2018

- Led portfolio's organic social media strategy and implementation across platforms, resulting in increased engagement and audience growth across all platforms
- Led, managed and trained social media team, supervising 15+ direct reports
- Championed new employee intranet through engaging content and relationships
- Strengthened corporate social responsibility program communications

### University of West Florida

Communications Specialist

July 2015 to November 2016

## TRAINING & CERTIFICATIONS

Diversity, Equity and Inclusion in the Workplace Certificate • 2021  
University of South Florida Muma College of Business

Communication Training (Strategic Communication and Leadership M.A. Program) • 2016  
University of West Florida