

ALYSSA WALLEN



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PROFESSIONAL PROFILE

Hi - Alyssa Wallen, here! I'm a Corporate Communications Editorial Manager with over nine years of experience in establishing, enhancing, and scaling communications functions. I'm known for building relationships, owning global cross-functional campaigns end-to-end, strategic storytelling, multi-channel ownership, and brand management.

I'm passionate about partnering with executive leadership and cross-functional partners across the business to guide strategy and streamline internal and external campaigns that connect employees and stakeholders with information that empowers them to take action, increases engagement, drives awareness, and supports change management efforts.

EDUCATION

The University of Cincinnati

Bachelor of Arts

Major: Communication

Minor: Public Relations

Graduated with High Honors in Communication

LEADERSHIP

JUNE 2017 - JULY 2019

Communications / Marketing Director

Friends of Communication Alumni Group

DECEMBER 2019 - APRIL 2021

Internal Communications Specialist | Staff Board Member

Arts & Sciences Staff Board

JUNE 2021 - PRESENT

Vice President | Incoming President

Friends of Communication Alumni Group

TECHNICAL SKILLS

- AirTable
- Adobe Creative Suite
- Adobe Experience Manager
- Brightspot
- Canva
- Google Workplace
- MailChimp
- Microsoft Office Suite
- Poppulo
- ProjectHub
- Staffbase
- SupportHub
- Trello
- WordPress

EXPERIENCE

GLOBAL CORPORATE COMMUNICATIONS MANAGER

Wayfair

04/2021 - Present

- Established strategy and led over 170 end-to-end global communications campaigns to reach over 15,000 employees in 2023, focusing on C&I, DEI, Talent, Employee Tech, Corporate Sustainability, Employee Engagement, and business-specific initiatives.
- Led end-to-end development and implementation of the editorial function which included central communications intake form, governance, stakeholder launch plan, and editorial roadmap, and calendar.
- Identified and interviewed employees across the enterprise to develop employee features focused on Corporate Responsibility, improving the Wayfair story internally and externally.
- Managed internal CMS, building intranet pages to support a central repository.
- Developed and maintained metrics reports to track and drive campaign success, leading to a 10% increase in weekly audience readership YoY.
- Collaborated to refresh PR guidelines playbooks for stakeholders to leverage when escalating requests and when launching new physical retail sites.
- Led weekly leadership topic ideation and writing efforts for leaders (VPs and GMs) across the Global Sales Organization.
- Refreshed the branding of our weekly newsletters to better align with Wayfair's overall brand strategy.

PROGRAM MANAGER

University of Cincinnati

03/2017 - 04/2021

- Created, managed, and updated content for social media pages, University websites, brochures, and email marketing campaigns to support 5 departments and ~4,000 students.
- Partnered with the Communication Marketing Director to establish strategic plans for recruitment, retention, and alumni engagement.
- Coordinated with the A&S marketing/communication team to generate and share stories of student and alumni success.
- Prepared reports to track student enrollment, graduation rates, and forecast future course orders to aid in student retention.

PROGRAM COORDINATOR

National Kidney Foundation

10/2016 - 03/2017

- Gained awareness for community events, programming, and fundraising opportunities through public relations campaigns with a call-to-action.
- Managed internal and external program communications to ensure consistent messaging across all media platforms.
- Planned, implemented, and budgeted for local programs.
- Led public discussions within the Cincinnati community about kidney disease through *Your Kidneys and You* informational presentations.

ENRICHMENT COORDINATOR

The Gardner School

04/2009 - 10/2016

- Managed a team of 15 vendors and teachers.
- Increased revenue of enrichment program 20% in 2016 to exceed revenue goal of \$150K.
- Managed social media accounts (Facebook and Instagram), created engaging content, and grew social media accounts by 25% in the Cincinnati market.
- Awarded best enrichment program out of 13 nationwide schools in FY 2015 and FY 2016.