

Ashley Alexander



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@ashleyalexandr

/ashleyalexandr

Education

Bachelor of Arts, Elon University — *Elon, N.C.*

May 2018

Major: Strategic Communications, Minor: Human Service Studies

Study Abroad: Universitat Pompeu Fabra — *Barcelona, Spain*

Fall 2016

Work Experience

Manager, Internal Communication and Change Management, WTW — *Arlington, V.A.*

October 2022 – Present

- Partnered with 5 corporate functions across the company to create and deliver communications to more than 45,000 employees in over 140 countries
- Strategized and executed communication for internal process changes that affect employee experience
- Ensured corporate function messaging (Travel, Compliance, Innovation, HR, Finance, and Marketing and Communication) aligned with company's strategy and priorities
- Developed communication plans for major annual projects such as compliance trainings and innovation programs
- Worked closely with the Chief Compliance Officer and team to embed compliance into colleague culture through continuous communication touchpoints
- Curated newsletter content for Innovation company-wide newsletter
- Copywrote, edited, and formatted articles for all-colleague company intranet
- Composed and coordinated the review and distribution cycle for company-wide emails
- Produced visual aids using PowerPoint for company leaders to share with their teams
- Composed talking points for company leaders regarding internal processes that affect all colleagues

HR Communications Specialist, Bechtel Corporation — *Reston, V.A.*

January 2020 – October 2022

- Developed annual HR communications calendar, incorporated messaging of 21+ HR teams
- Migrated, redesigned, and maintained HR website on company intranet for full-enterprise use using MS SharePoint Online
- Assisted with development of communication plans and execution for all HR project teams
- Distributed all HR emails using PoliteMail and Proze to internal recipient lists of 10,000+
- Developed and executed promotion of HR resources, including total rewards and talent programs
- Provided extensive copywriting and copyediting for all HR project teams
- Edited and produced videos using Adobe Premiere for CHRO and HR Executives
- Developed content for Executives, including talking points and Senior Management Letters
- Created visual assets for internal HR use, from PowerPoint presentations to email banners
- Solely managed weekly HR new talent newsletter, distributed to 900+ recipients
- Ensured communication efforts aligned to the greater businesses' core principles and strategy

Communications Manager, American Floral Endowment — *Alexandria, V.A.*

June 2019 – January 2020

Communications Specialist, American Floral Endowment — *Alexandria, V.A.*

June 2018 – June 2019

Set and guided strategy for all communications to consistently articulate AFE's mission

- Developed, implemented, and evaluated the annual communications plan
- Managed all social media platforms
- Managed 1 council, 1 subcommittee, 1 intern, multiple freelance writers, and graphic designers
- Authored communications for publications including 2 websites and 4 newsletters
- Managed the development, distribution, and maintenance of all print and electronic collateral including 4 newsletters, annual brochures, and 2 websites
- Managed 2 websites, 4 bulletins, 7+ social media platforms, emails
- Public relations main point of contact: ad placement, press releases

Skills

- Copywriting
- Content Curation
- Social Media Management
- Wordpress
- Copy editing
- Microsoft Excel
- Basic HTML coding
- Adobe Creative Suite
- MailChimp
- General graphics
- Newsletters
- AP Style
- MS SharePoint
- MS PowerPoint
- MS PoliteMail