

# LAURA D'ALESSANDRO

## CONTENT & COMMUNICATIONS

### ABOUT ME

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I sit at the intersection of people and communication. Relationships still drive business; those relationships have simply become digital. Technology drives the mediums and platforms through which we run businesses, but people should still be the foundation.

### EDUCATION

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#### MA in Digital Storytelling

American University, 2013

#### BA in Communication Arts

Salisbury University, 2007

### SKILLS

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Change Management, Corporate Communications, Executive Communications, Employee Engagement, Internal Communications, Brand Storytelling, Motivational Interviewing, Talking Points, Journalism

### WORK SAMPLES

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Visit my portfolio to see samples of my work  
[lauradalessandro.com](http://lauradalessandro.com)

Visit my LinkedIn profile for additional samples and my full work history  
[LinkedIn.com/in/LauraADAlessandro](https://www.linkedin.com/in/LauraADAlessandro)

### CONTACT ME

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[lauralindalou@gmail.com](mailto:lauralindalou@gmail.com)

## RECENT EXPERIENCE

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### Principal Consultant - US Content & Communications Lead

Capco (APRIL 2021 - PRESENT)

- Drive strategic visions that help clients communicate with their employees
- Engage teams through multi-channel strategies to drive business priorities
- Develop communications strategies to drive employee engagement
- Lead the creation and production of multi-channel content
- Write talking points, emails, speeches, and other executive communications

### Senior Content Strategist

Fannie Mae (SEPT 2020 - DEC 2020)

- Led a new internal engagement strategy for a team of 100+ UX designers
- Developed plans that added and delivered value across the enterprise
- Crafted case studies, executive communication, and engaging virtual events
- Conducted design research to inform engagement strategy and metrics
- Wrote talking points, email templates, speeches, and other communications

### Content Strategist

First Citizens Bank (MAY 2019 - AUG 2020)

- Built cross-functional organizational relationships to ease the transition to a new CMS and content production process
- Conducted employee research to improve the M&A experience
- Enlisted SEO and other data-driven insights to inform web content strategy
- Established, iterated and re-evaluated a rigorous content operations process
- Drove the creation and maintenance of a unified brand voice and tone
- Led website content strategy and editorial content production

### Editor

FSR Magazine (JAN 2018 - MAY 2019)

- Led and art directed the redesign of major magazine sections
- Led the strategy and development of B2B restaurant content
- Developed new content models and led new social media strategies
- Pioneered and managed a growing Instagram account
- Produced, hosted and edited a debut podcast, Worth Your Salt

### Food Editor

Tastemade (JULY 2017 - DEC 2017)

- Created, tested and shot up to 36 recipes per month
- Chose colors and props, styled food on camera
- Tracked Google search trends and managed content topics

### Content Strategist

Freelance (OCT 2016 - DEC 2017)

- Created and edited multi-platform content for brands including M Studio by Meredith, Clean Plates, Hunt's and Whole Foods
- Crafted thought leadership content and implemented web content strategy for national energy trade associations