

ALYSSA D. BROWN

executive pr strategist. government relations pro. critical thinker. storyteller

✉ alyssadbrown@gmail.com

📞 850.339.5550

📍 Boston, MA

🌐 alyssadbrown.com

🌐 linkedin.com/in/alyssadbrown

📧 @alyssadbrown

EDUCATION

Florida State University
Bachelor of Arts, English, 2004

University of Florida
Bob Graham Center for Public Service
Health Policy Leadership Academy, 2021

Stanford University Graduate School of Business
Strategic Transformation Catalyst Program, 2022

SKILLS & ATTRIBUTES

Crisis Communications



Public and Media Relations



Digital Marketing & Communications



Advertising & Demand Generation



Brand Management



Corporate Communications



Creative Direction



Public & Government Relations, Lobbying & Advocacy



Leadership & Team Management



Budget Planning & Oversight



EXPERIENCE & ACHIEVEMENTS

Corporate Director, Communications & Public Relations, Public Consulting Group (PCG) Boston, MA / June 2021 - present

SELECT ACHIEVEMENTS & ACTIVITIES

- Launched PCG's first-ever, brand-level, national marketing campaign, "Let's Solve it Together" to grow market awareness of PCG. Successfully leveraged programmatic advertising, serving over 5.6 million impressions to the targeted audience, driving 66% of web traffic for the in-market period, and achieving a 14% click-through rate and over 1.4 million completed video views at below-average cost of \$.05 per completed view. This campaign's success prepared us to begin generating leads in the second in-market round, which is now underway.
- Grew PCG's social media presence and overall engagement via employee-facing social engagement initiatives, campaigns, and executive content, contributing to increases in LinkedIn followers as high as 21% (year-over-year) and 43% (month-over-month); content engagement increases as high as 230% (month-over-month). Collaborated with practice area teams to develop product/service-specific LinkedIn showcase pages.
- Collaborated with multiple practice area teams to manage crisis communications, leveraging public records laws & related processes to tell PCG's side of the story to support business continuity and reputation management among our targeted audience.
- Reorganized the Communications and PR team within Corporate Marketing & Communications to maximize bandwidth to meet practice area needs and leverage proactive, market-facing strategies.
- Leading the revamp of PCG's website and web strategy (To be complete November 2023).

FUNCTIONS: Marketing & Advertising, Public Relations, Media Relations, Corporate Communications, Crisis Communications, Team Leadership, Event Facilitation & Moderation

AREAS OF OVERSIGHT: Corporate Communications & Public Relations

Vice President, Public Policy, Greater Gainesville Chamber of Commerce Gainesville, FL / Jan. 2019 - May 2021

SELECT ACHIEVEMENTS & ACTIVITIES

- Led "Power Up Public Policy," an award-winning, comprehensive, multi-year strategy to realign, unify & advance regional policy priorities, strengthen relationships & demonstrate community value. Through this multifaceted initiative, we revamped our policy agenda development process to ensure alignment with our 1,300 members & the 80,000 people they employed, as well as select major institutions, target industries & collaborative partners representing an additional 15,000 people. "Power Up Public Policy" was a springboard for a public engagement project leading to voter approval of a local ballot initiative that will generate \$22 million per year to fund school facility repairs, upgrades & capital projects.
- Directed crisis communications in 2020 in response to both COVID-19 & racial unrest, reaching more than 7,000 people daily. COVID-related advocacy efforts contributed to 3,700 local businesses receiving over \$267 million in forgivable loans. Outreach included providing local businesses free access to over 15,000 masks & other PPE, and technical assistance to more than 460 local business owners seeking federal financial assistance. Launched "Crossroads: Exploring Intersections in Race & Business," a discussion series on race at work & source of technical assistance. The series was a catalyst for more than 45 local businesses teaming up to increase DEI within their own companies, & throughout our business community.

FUNCTIONS: Government Relations & Advocacy, Speech Writing, Public Relations, Media Strategy, Public Affairs, Strategic Partnerships, Team Leadership, Community Relations, Crisis Communications

AREAS OF OVERSIGHT: Corporate Communications, Government Relations

Senior Director of Public Affairs, Greater Gainesville Chamber of Commerce Gainesville, FL / Jan. 2018-Jan. 2019

SELECT ACHIEVEMENTS & ACTIVITIES

- Created a new public affairs division which absorbed & reimagined all of the Chamber's policy-related communications to support a new, people-focused messaging strategy. The goal was to educate the community on the things that tie business growth to community progress. Our public affairs efforts also drove a non-partisan voter-engagement initiative that supported voter approval of two of three major ballot initiatives in 2018, helped us receive state designation as a third-party voter registration organization & generated positive, civic-centered exposure by highlighting on-location voter engagement events hosted by member companies.
- Successfully leveraged state-level government relations as a strategy to avoid local policy conflicts. In 2019, over 75% of the Chamber's state policy priorities were passed & signed into law.

FUNCTIONS: Government Relations & Advocacy, Voter Outreach & Engagement, Public Affairs, Strategic Messaging, Collaborative Partnerships, Team Leadership, Crisis Communications, Speech Writing

AREAS OF OVERSIGHT: Corporate Communications, Government Relations



SELECT PUBLISHED ARTICLES (Hover for links)

Home Magazine: Living in Greater Gainesville, Aug./Sept. 2015: Dynamic Duo

Tallahassee Magazine, Nov./Dec. 2014 (pages 53 - 58) - The Birth of I-10 was not an Easy Ride

Tallahassee Magazine March /April 2014 - Jazz is Making a Capital Comeback: Real-Time Music

EDj, The International Economic Development Council Journal, Fall 2013 (pages 13 - 19) - Building Capacity, Strengthening Talent for Florida's Global Trade & Logistics Industry

SELECT PUBLICATIONS & COLLATERAL PIECES (Hover for links)

Focus Forward: Greater Gainesville Chamber State Legislative Agenda 2020-2021

Greater Gainesville Chamber 2020 Election Guide

Our Community is Why: Greater Gainesville Chamber Legislative Agenda 2019-2020

A Rising Tide: Greater Gainesville Chamber Legislative Agenda 2018-2019

A Rising Tide - Outcomes, Greater Gainesville Chamber Legislative Outcomes, 2018-2019

Council for Economic Outreach Annual Report, 2015

CareerSource Florida (then Workforce Florida) Annual Report, 2012-2013

Communications Director, Greater Gainesville Chamber of Commerce Gainesville, FL / Nov. 2014 - Dec. 2017

SELECT ACHIEVEMENT

- Executed an economic development marketing campaign targeting site selectors & talent in specific industries across select national & global markets. This campaign supported "Transforming Greater Gainesville," an economic development strategy to create 3,500 new jobs, \$250 million in new capital investment & \$1 billion in regional investment in the region over a five-year period. Earned media messaging reached as many as 7.7 million people via top-tier business & trade industry publications including IndustryWeek, Site Selector Magazine, Area Development, Shangh Jie Fang & more, resulting in over \$546 million in advertising equivalency & over \$1.6 million in editorial impact. These efforts contributed to the success of our economic development strategy, which surpassed its jobs goal by 9,000, its capital investment goal by \$22 million & its regional investment goal by over \$100 million.

FUNCTIONS: Public Relations, Media Relations, Speech Writing, Creative Direction, Crisis Communications, Team Leadership, Marketing, Event Promotion

AREAS OF OVERSIGHT: External Communications, Corporate Communications, Marketing

Communications Manager, CareerSource Florida Tallahassee, FL / May 2008 - Nov. 2014

SELECT ACHIEVEMENTS & ACTIVITIES

- Led the digital transition as part of a year-long, award-winning rebrand of Florida's workforce system, providing direction & support to workforce communications professionals throughout all of Florida's 24 workforce regions.
- Focused legislative communications & outreach on jobs created & retained as a success measure for \$12 million in annual business-facing workforce grant funds. From 2008 to 2014, these grants supported the creation or retention of over 250,000 jobs across the state. For each of the six years of my tenure, the Legislature funded our grants fully, even increasing funding by \$3 million for two consecutive years during the height of the Great Recession.

FUNCTIONS: Creative Direction, Crisis Communications, Public Relations, Advertising, Media Relations, Speech Writing, Social Strategy, Legislative Communications, Virtual Team Leadership, Special Reports

AREAS OF OVERSIGHT: Corporate Communications, Internal Communications, Brand Management, Marketing, Digital Communications, Legislative Communications, Social Media

Communications Director, Florida Energy Commission (Florida Legislature) Tallahassee, FL / Feb. 2007 - May 2008

SELECT ACHIEVEMENTS & ACTIVITIES

- Drafted & coordinated production of the Florida Legislature's first-ever set of comprehensive energy recommendations.
- Successfully executed a public & industry education campaign to generate support for the Energy Commission's charge to develop climate change policy by emphasizing that green energy, a healthy environment & a robust economy could co-exist and thrive together. Placed statewide opinion pieces from industry leaders & led event-focused media relations to increase attendance & participation in a year-long series of more than 30 public hearings across Florida.

FUNCTIONS: Public Relations, Media Relations, Creative Direction, Crisis Communications, Event Promotion, Executive Counsel, Speech Writing, Special Reports & Publications

AREAS OF OVERSIGHT: Brand Management, Marketing, Digital Communications & Presence, Legislative Communications

Employment Highlights Prior to 2008

- Associate Editor, Florida Dental Association / Tallahassee, FL / Sept. 2005 - Feb. 2007
- Director of Communications & Public Relations, Florida Association of the American Institute of Architects / Tallahassee, FL / Feb. 2005 - Sept. 2005
- Staff Writer, Florida Dental Association / Tallahassee, FL / Oct. 2004 - Feb. 2005
- Publications Coordinator, Florida Dental Association / Tallahassee, FL / April 2002 - Oct. 2004

Engagement & Affiliations

- Colorful Talks: Board member, July 2020 to present
- U.S. Chamber of Commerce: Transportation & Infrastructure Committee, 2019 - 2021
- Alachua County Metropolitan Transportation Planning Organization Citizens' Advisory Committee: Member, 2018 to 2021
- Leadership Gainesville: Graduate, Class 42, 2016
- Florida Public Relations Association, Capital Chapter: Volunteer, ER for PR, 2013 & 2012; Member, 2008-2014
- Florida Society of Association Executives (formerly Tallahassee Society of Association Executives): Board of Directors, 2010-2011, Marketing Task Force, 2007, Member, 2002 - 2013
- Anhinga Press, Inc.: Board of Directors, 2006-2012 / Long-Term Freelance Associate Director of Public Relations & Newsletter Editor, Aug. 2004 - June 2012
- Leon County Schools District Advisory Council: Member, 2009 - 2011
- Florida Society of Association Executives: Graduate, Professional Association Leadership Program, 2007