



# ALISSA CLENDENEN

## COMMUNICATIONS + MARKETING

*Storyteller, Issues Manager and Mission Advancer*

Columbus, Ohio | *open to relocation*

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LinkedIn

## PROFILE

- Broad-based communications and marketing background with significant work in internal, executive and crisis communications and creative brand management
- More than 15 years of progressive experience, including five as a director and seven as a supervisor of full-time staff, within college athletics, higher education and mission-driven organizations

## SKILLS

- Adobe Creative Suite
- Branding and Graphic Standards
- Crisis Management and Communication
- Development Execution
- Event Planning and Execution
- Graphic and Publication Design
- Internal Communications
- Intranet Creation
- Media Relations
- On-the-record Spokesperson
- People Management
- Photography
- Process Design and Execution
- Social Media
- Website Design and Content Management

## EDUCATION

University of Maryland  
Bachelor of Arts Communications  
(Public Relations)

## EXPERIENCE

### U.S. COUNCIL FOR ATHLETES' HEALTH (Columbus, Ohio)

Director of Marketing and Communications | April 2021-April 2022

- Led all external marketing and communications for nation's only independent, third-party provider of athlete health and safety consultation, education and compliance
- Instituted company's first set of brand standards with adjusted logos, colors, language, imagery and assets
- Managed all graphic design for social media and program promotion, as well as within Athletics Healthspace, USCAH's e-learning system powered by Moodle US
- Oversaw and maintained vendor relationships with external marketing, printing and web design partners
- Increased webinar attendance by 60 percent per monthly event
- Grew social media following by 800 percent, launching both LinkedIn and Instagram, and quadrupling Twitter followers

### YMCA OF GREATER PITTSBURGH (Pittsburgh, Pa.)

Communications Director | March 2019-Sept. 2020

- Promoted the mission of YMCA of Greater Pittsburgh, internally and externally, while coordinating messaging across eight local branches, three overnight camps and 40+ childcare and summer day camp sites
- Focused on issues/crisis management, internal communications, social responsibility program promotion and development execution, as well as serving as spokesperson, in both times of crisis and celebration
- Developed change management timelines and communications strategy for organizational adjustments, including restructure, asset sales and large-scale personnel changes
- Drafted speeches, talking points and memos on behalf of the President and CEO
- Designed and built the Y's first organizational intranet using Google Sites and internal communications social media portals
- Managed communications around the 29th Annual YMCA Turkey Trot, an event that draws approximately 7,000 runners on Thanksgiving Day to help combat food insecurity
- As a member of the development team, helped institute peer-to-peer giving while also incorporating online giving into standard practices

## **UNIVERSITY OF PITTSBURGH (Pittsburgh, Pa.)**

Director of Marketing and Communications | School of Education | May 2017- March 2019

- Promoted and managed the brand of the School of Education (SOE), as well as its 70 academic programs and six research centers
- Publicized the innovative research and accomplishments of 150 faculty members, approximately 1,000 students and over 33,000 alumni around the world
- Formulated talking points, messaging and editorial resources on behalf of the Dean
- Worked with admissions and enrollment department to create marketing materials and prospect communications plan for graduate student recruitment
- Created, managed and analyzed digital marketing materials for graduate program recruitment and promotion of school events
- Designed and disseminated, or oversaw the production of, all SOE newsletters, digital magazines and promotional pieces
- Hired and managed one full-time staff member, as well as student assistants

## **PENN STATE UNIVERSITY (University Park, Pa.)**

Associate Director of Strategic Communications | Athletics | Sept. 2013-May 2017

- Served as primary media/public relations contact for the men's basketball program and head coach
- Communicated with local, regional and national media about player and staff accomplishments through game notes, email blasts, conference calls and ongoing dialogue
- Facilitated gameday and event management in all aspects related to media (credentialing, TV talent prep, interview opportunities and postgame press conferences), as well as statistics and social media
- Managed press conferences, interviews and video/photo shoots with players and coaches
- Designed media guides, social media graphics, newsletters and schedule posters
- Hired staff and managed four full-time staff members within communications office

## **PREVIOUS RELEVANT POSITIONS**

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### **THE OHIO STATE UNIVERSITY (Columbus, Ohio)**

Assistant Director of Communications | Athletics | Sept. 2008-Sept. 2013

### **UNIVERSITY OF CONNECTICUT (Storrs, Conn.)**

Assistant Director of Communications | Athletics | May 2005-Sept. 2008

### **DUKE UNIVERSITY (Durham, N.C.)**

Sports Information Assistant | Athletics | July 2004-May 2005