

GALEN ALEXANDER

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SKILLS SUMMARY

Professional communicator and marketing expert with 10 years of experience in high-performance organizations. Experienced in navigating complex policy issues, data analysis, and managing multiple projects concurrently.

PROFESSIONAL EXPERIENCE

COMMUNICATIONS AND MARKETING (CONTRACT)

CollegeBacker, San Francisco, CA

December 2016-Present

- Oversee communications and brand strategy for an early-stage FinTech company that is expanding access to the college savings marketing. Drafted website copy, email content, and marketing collateral.
- Work cross-functionally with the CEO, product management, engineering, and leadership teams to tell the CollegeBacker story through a broad variety of digital channels, events, and partnership opportunities.

NATIONAL COMMUNICATIONS LEAD

NextGen Climate, San Francisco, CA

January 2016-December 2016

- Worked with cross-functional teams to build community and nonprofit partnerships and public relations campaigns in a coalition setting for a \$60 million political action committee (PAC) focused on climate change and energy production.
- As the organization expanded from 80 employees to 600, I hired, trained, and supervised a team of 10 who were responsible for building partnerships, hosting 100+ events, and generating 400+ unique media mentions.
- Handled reporter inquiries and managed communications assets including executive presentations, white papers, news articles, 500+ mass emails, 200+ digital videos, and social media content.

COMMUNICATIONS DIRECTOR

United States Congress: Congresswoman Joyce Beatty, Washington, D.C.

April 2014-December 2015

- Created and led external and internal communications operations for a high-profile Member of Congress (CEO).
- Reported directly to the CEO, supervised a team of 2, managed creative agencies, and forged external partnerships. Owned relationships with reporters and generated 200+ unique news stories.
- Managed communications assets and led \$100,000 marketing program that increased brand awareness by 15% through digital and print ads and grew social media following by 5000%.

COMMUNICATIONS & POLICY DIRECTOR

Democratic Party (Multiple Campaigns), Freelance Clients, New York-Metro, NY

April 2012-April 2014

- Led external and internal communications and marketing operations for electoral campaigns and freelance clients ranging in size from 10-100 staff and budgets from \$500k-\$4 million.
- Built relationships with external partners and negotiated contract agreements for staffing and coalition resources.
- Developed successful public relations programs that included media events, coalition building, and community engagement. Owned relationships with national, state, and local reporters.
- Created campaign policy platforms and partnered with policy makers and thought leaders to increase reach. Worked with creative and marketing agencies to develop and execute marketing programs ranging from \$10k-\$1 million that included display, social, radio, and TV.
- Designed organizational operations and support structures for rapid-growth and efficiency. Recruited, trained, and managed 1-5 staff.

LEGISLATIVE ADVISER

United States Congress: Congresswoman Donna Edwards, Washington, D.C.

July 2008-November 2011

- Managed legislative initiatives and built external partnerships related to complex policy issues including drug policy, transportation, labor, and environment.
- Created messaging strategies, prepared executive materials, and managed staff and interns.

EDUCATION

BLUFFTON UNIVERSITY, Bluffton, OH

Bachelor of Arts, Sociology Major, Psychology Minor, Graduated *Magna Cum Laude*

Fall 2003-Fall 2006

UNIVERSITY OF ULSTER, Derry, Northern Ireland

Peace and Conflict Resolution Program (study abroad), crew team

Fall 2004

SKILLS AND PROJECTS

- Proficient with MS Office Suite, G Suite, Trello, Google Analytics, social media platforms, CRMs, event planning, coalition building, and legislative process
- Road cyclist, occasional triathlete, rock climbing enthusiast, French press purist, volunteer with SF Bike Coalition