

# Alys N. Sink

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**Education:** **James Madison University**, Harrisonburg, VA May 2017  
Master of Science in Writing, Rhetoric & Technical Communication  
*Concentration in Emerging Educational Technologies*

**Hollins University**, Roanoke, VA May 2011  
Bachelor of Arts in English and Creative Writing  
*Minor in Communication*

**The Grant Writing Institute Certification**, Center for Faculty Innovation (JMU), May 2016

**Experience:** **Madison House**, (UVA affiliate), Charlottesville, VA  
**Director of Communications** Summer 2018 to present

- Writes and assembles content for all Madison House communications, including print pieces, email campaigns, social media, video and multimedia presentations.
- Developed the House's first content management system, content calendar, and social media strategy. Streamlined external communications processes for the Community Engagement and Development branches of Madison House at the University of Virginia.
- Leads the print and digital development/marketing communications efforts of a non-profit serving 3,000+ annual volunteers and 40,000+ alumni; contributed to raising \$540,000 of a \$600,000 goal in total gifts and deposits between FY18 and FY19.
- Strategizes and executes all communications and marketing efforts for annual, 24-hour giving days, in-home mailings, and community engagement events for 3,000+ annual volunteers.
- Collaborates with internal and external stakeholders to curate and distribute monthly volunteer newsletters and bimonthly engagement newsletters targeted toward a global audience of 40,000+ current/former volunteers, donors, friends, and parents.

**The Cohen Center**, James Madison University, Harrisonburg, VA

**Graduate Assistant**, Fall 2015 to Spring 2017

- Managed social media, content creation, and follower acquisition. Developed Cohen Center branding and enforced consistent messaging across various communication channels.
- Supervised a team of designers tasked with the development of all print/digital publications (brochures, newsletters, posters, email marketing, newsletters, and other promotional materials).
- Developed and maintained relationships with Harrisonburg and University leadership, coordinated interviews and media releases, partnered with external stakeholders, international presenters, distinguished visiting scholars, graduate students, instructors, Center board members, and community participants to create successful programming and events and tell the story of the Center.

**Young Women's Leadership Program (YWLP)**, Harrisonburg, VA

**Assistant Director**, Spring 2016 to Spring 2018

- Assisted the Program Director with the design, development, delivery, administration, and evaluation of the YWLP camp curriculum. The camp curriculum focused on building positive relationships among peers, promoting self-awareness and confidence, and mastering technical skills and critical awareness of digital technologies.
- Served as instructor, camp counselor, and mentor to 30+ at-risk, seventh-grade girls during a yearly, four-day camp at James Madison University.

**Skill:** **Adobe:** InDesign, Photoshop, & Illustrator  
**CMS:** Squarespace, Wix, Buffer, & WordPress

**Google Suites:** Google Analytics / Ad Words  
**Software:** Audacity, Final Cut, & Word Suite