

Alys N. Sink

Education: **James Madison University**, Harrisonburg, VA May 2017
Master of Science in Writing, Rhetoric & Technical Communication
Master's Thesis: "The Role of Refugee Women Narratives in the U.S. Resettlement Process"
Concentration in Emerging Educational Technologies

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

Experience: [Madison House](#), (UVA affiliate), Charlottesville, VA

Director of Communications Summer 2018 to present

- Leads the print and digital development/marketing communications efforts of a non-profit serving 2,500+ annual volunteers and 40,000+ alumni; contributed to raising \$500,000+ in total gifts and deposits between FY19 and FY20.
- Developed, directed, and implemented a comprehensive, integrated communications and marketing program. Established the House's first content management system, calendar, and social media strategy. Streamlined external communications processes for the Community Engagement/Programs and Development branches of the House.
- Strategizes and executes all communications and marketing efforts for annual, 24-hour giving days, in-home mailings, and Madison House events/initiatives for alumni, friends and volunteers to internal and external stakeholders.
- Coordinates and/or assembles content for all Madison House communications, including print pieces, email campaigns/newsletters, press releases, social media, marketing graphics, presentations/one sheets, letterhead, and video/multimedia content. Manages all Madison House websites and social media; currently directing the completion of the Madison House Campaign website along with a full revamp of the Madison House main website.
- Manages Madison House's MarketingCloud platform, and collaborates with internal and external stakeholders to curate and distribute bi-weekly volunteer newsletters and bimonthly engagement newsletters.
- Supervises a team of four interns, providing mentorship and direction on content creation and strategy. Initiated a developing partnership with HackCville/Forge to establish a program that would pay for and supply trained interns to Madison House and other community partner non-profits.

[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.
- 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.

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

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