

# Alys N. Sink

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**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 FY20 and FY21.
- 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.
- Manages Madison House's MarketingCloud platform, and collaborates with internal and external stakeholders to curate and distribute bi-weekly volunteer newsletters and quarterly engagement newsletters.
- Supervises a social media consultant and two student interns, providing mentorship and direction on content creation and strategy.
- Directed the completion of the Madison House Campaign website along with a full reorganization and rebuild of the Madison House main website.
- Conducted discovery, managed design direction, and supported the Development team in the branding and launch of the Madison House Capital Campaign.

[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