Alexandria Brock Watson

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Results-driven communications professional with extensive experience in developing and executing strategic marketing communications. Recently promoted to Internal Communications Coordinator, Strategy, with a focus on enhancing internal and external stakeholder engagement.

# W O R K E X P E R I E N C E

## I N T E R N A L C O M M U N I C A T I O N S C O O R D I N A T O R , S T R A T E G Y

##### Houston-Galveston Area Council | 2021 - Present

 Established a direct pipeline for HR and other departments to submit projects via Asana, streamlining internal messaging and creating templates for quick turnaround initiatives.

 Spearheaded the promotion of the Comprehensive Economic Development Strategy (CEDS), a regional plan supporting economic growth, exceeding KPIs through targeted outreach.

 Designed marketing materials using Canva, creating visually compelling content and presentations that feature clear messaging, consistent branding, and balanced layouts to enhance audience engagement and drive action on multiple platforms.

 Enhanced collaboration with divisions to unify external marketing efforts by initiating departmental discovery sessions that identified overlapping goals and resources. This collaborative approach led to the integration of a centralized CRM system, resulting in a 20% increase in outreach efficiency and more consistent messaging across all channels.

 Analyzed email campaigns, including for our Economic Development Newsletter, achieving a 30% increase in open rates by optimizing subject lines and send times using A/B testing.

 Utilized Mentimeter to gather real-time audience feedback during community engagement events, allowing participants to share their thoughts on key issues. This interactive approach not only fostered a more dynamic dialogue but also provided actionable insights that informed our outreach strategies, leading to a 15% increase in community participation in subsequent events.

 Championed the development of the agency's inaugural core values, fostering a unified organizational culture and enhancing internal communications by engaging stakeholders at all levels, which resulted in improved employee alignment and commitment to our mission.

## C O M M U N I C A T I O N S C O O R D I N A T O R

##### Greater Seminole Area Chamber of Commerce | 2019 - 2021

 Optimized the CRM system for accuracy, improving communication reliability and establishing the Chamber as a trusted resource for businesses and tourists.

 Implemented an automated messaging system using constant contact and HubSpot, boosting active member subscriptions by 25%.

 Coordinated over 20 annual events, including major grand openings, achieving 90% satisfaction in post-event surveys.

 Executed a multi-channel marketing campaign for a local community event, increasing attendance by 15% through targeted messaging using A/B testing in e-newsletters which also improved open and click-through rates by 20%.

# E D U C A T I O N

### Master of Business Administration, Marketing

Saint Leo University

### Bachelor of Science, Integrated Marketing Communication

#### Jackson State University

2019 - **2021**

#### Saint Leo , FL

2015 - **2018**

Jackson, MS