

Alyson Chadwick

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Writer and Media Strategist

Seasoned writer with a background in marketing, publicity, and communications strategy. Skilled at composing impactful copy and documentation in a wide variety of formats. Adept at bringing clients' message to audiences in a powerful manner with a professional approach honed on the campaign trail after serving high-profile candidates.

Areas of Expertise

- Press Releases
- Media Strategy
- Copywriting
- Satire
- Web Content
- Logistics
- Editing
- Story Pitching
- Press Conferences
- Event Planning
- Op-Eds
- Satellite Media Tours
- Social Media Marketing
- Blogging
- SEO
- Biographies
- Stand-Up Comedy
- Comedy Writing

Career History

Digital Campaign & Communications Strategist, No Business with Genocide 2021 to present

Develop and implement plans using social and traditional media to raise awareness of the organizations' mission; to end genocide. This includes social media and blog posts, web design and actions such as petitions, letter writing campaigns and events. Had two pieces recently published in the *Washington Post*.

Communications Strategist/Freelance Writer | Multiple Engagements, Stony Brook, NY 2008 to Present

Select Clients: the Defense Department, OneWorld Health, New York Foundation, Harvard University, HubShout, Text Link Brokers, The McLaughlin Group and several authors and comedians.

Select Projects

Writing for Television

The McLaughlin Group

Worked with the host and other writers to determine stories to be covered on the weekly public affairs show. Also produced content for the program.

Op-Eds – Ebola Crisis

Client – The Defense Department

Composed a series of op-eds for the defense department raising awareness of the Ebola crisis and the efforts the department was taking to mitigate it.

Communications Strategy and Social Media – Malaria and Diarrheal Disease Work

Client – OneWorld Health

Led three marketing campaigns to help raise awareness of OneWorld Health's work to combat the Malaria and Diarrheal Disease plague in Africa. Wrote web/traditional communications content and implemented social media strategies. Coordinated event planning and scheduled interviews for media coverage.

- Boosted media attention of non-profit's efforts leading to regional and national exposure.
- Increased organization's Twitter following by 500% by employing social media strategies and content.

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Web Content

Client – New York Foundation 2019

Revamped website content including reformatting, blog posts, page copy, boosting engagement for community organization and advocacy group.

Deputy Director of Media Logistics | The Democratic National Convention, Charlotte, NC 2012

Composed correspondence to national and local media ensuring their logistical needs were met while covering convention. Procured and assigned hotel assignments.

Radio/TV Booker | Hillary Clinton for President, Washington, DC 2008

Booked television and radio programs for candidate and surrogates to maximize campaign messaging. Maintained up to date lists of press contacts. Identify opportunities media coverage of candidate. Establish relationships with media figures facilitating impactful interviews and coverage.

Communications Director | Office of Congressman Joe Sestak, Washington, DC 2007

Served as official spokesperson for Congressman Sestak's office. Developed and implemented media strategy by composing press releases, speeches, and op-eds. Reviewed and approved messaging and communications between media, constituents, and Congressman. Wrote and pitched stories to local and national media. Scheduled press conferences and interviews. Created social media presence and drove engagement.

Communications Director | Josh Rales for US Senate, Bethesda, MD 2006

Scheduled and facilitated editorial board meetings and interviews with national and local media. Directed and guided media strategy for candidate's office including establishing social media footprint. Promoted and composed campaign event marketing materials. Fostered relationships with media outlets to obtain candidate's spot in three debates.

Additional Experience

Media Liaison | United Nations Information Centre, Washington, DC

Composed press releases, newsletters, and official statements, and promoted media coverage of UN events. Scheduled interviews/meetings for UN officials and planned press conferences. Organized and staffed events in the Washington, DC area. Kept the New York office aware of coverage of the work the UN did around the United States.

Publicist | BMG Classics, New York, NY

Developed publicity and media campaigns for artists signed to labels RCA Victor and Wicklow. This was the World Music/Jazz division. Fostered relationships with trade and mainstream media outlets to promote musicians' latest releases. Worked with radio stations across the country to make sure my artists' music was played.

National Advance Staff | Kerry/Edwards Campaign, White House Office of Presidential Advance, Gore/Liberman Campaign, Clinton/Gore Campaign

Led press advance activities including marketing for events and assisting media staff to maximize messaging. Planned and executed events for candidates' such as rallies, town hall meetings, and fundraisers.

Education

Bachelor of Arts in Political Science/French | Stony Brook University, Stony Brook, NY

Post-Baccalaureate Pre-Medical Certificate | Georgetown University, Washington D.C.