

# Alyson A. West

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## EXPERIENCE

### **WeArethe15Percent.com, Atlanta, Ga. | Creator, June 2013**

Created a crowd-sourced collection of portraits of American interracial families and marriages in response to the uproar over a Cheerios advertisement in the spring of 2013. WeAreThe15Percent.com received global media attention, including articles in The Huffington Post, MSNBC, The Today Show, New York Daily News, and TIME.com. The goal of the project is to continue publishing portraits that boost representation, elevate the cultural conversation and give context to the changing face of the New American Family.

### **Pregnancy & Newborn Magazine, Atlanta, Ga. | Associate Editor, 2012-2013**

Responsible for planning, creating and producing daily online content for a nationally circulated lifestyle magazine. Increased customized product placement without compromising editorial quality.

- Collaborated with sales, designers and IT professionals on project development strategies to drive compelling content and ads in new online areas.
- Developed direct email marketing vehicle to reach readers and provide additional sales opportunities.
- Planned, implemented and evaluated major product promotions throughout entire life-cycle.
- Created new avenue for reader and client/product engagement in a previously neglected area.
- Sourced and managed pool of contributing writers.
- Supervised Interns and Editorial Assistants.
- Generated and analyzed usage data reports to adjust content offerings and leverage social media interactions.
- Increased engagement across all platforms, attracted new readership and target audience with tailored web content.

### **DFCG, Inc. Atlanta, Ga. | Project/Proposal Manager, 2006-2011**

Main clients: Kauffman Foundation, UEP Detroit 150 and UEP Gulf Coast.

Client sizes: \$1M to \$400M

- Coordinated the design and marketing of the Economic Opportunity Institute training program to develop the revenue-building activities of National Urban League affiliates which resulted in an increase of \$2M in overall revenue.
- Assured programmatic relevance of, revised and edited major reports and grant proposals for federal, state and local submission. (LA OCD, OCS, OJJDP, SBA and USDA)
- Produced timely reports detailing adherence to project goals and metrics.
- Collaborated on cross-project planning to determine project priorities, schedule and scope based on conclusions and recommendations from evaluation reports.
- Implemented and augmented project plans to meet dynamic objectives of growing organizations under strict client and federal deadlines.
- Liaised with management and team members to manage expectations for project deliverables and escalating project issues.

## ADDITIONAL EXPERIENCE

**DFCG, Inc., Atlanta, Ga. | Associate Project Manager**

**NTEA, Farmington Hills, Mich. | Web Content Manager**

**McCann-Erickson Detroit, Troy, Mich. | Account Coordinator**

## SKILLS

MS Office, Visio, Content Management Systems, SharePoint, basic HTML, Photoshop, Social Media

## EDUCATION

Spelman College, Atlanta, Ga., BA, English | Lancaster University, Lancaster, England, Study Abroad