

SUMMARY OF QUALIFICATIONS

- Master of Communication in Digital Media + Project Management Certificate
- 9+ years Microsoft Experience (3 as full-time employee, 6+ as contractor)
- Online portfolio Alyssa-Hagen.com

Program Management

- Planning through completion
- Resource management
- Cross-group collaboration

Digital Project Marketing

- Microsoft Retail Stores
- Azure Cloud Team
- Internal Campaigns

Social Media

- Content strategy
- Account Management
- Data Analytics + Tracking

Storytelling

- Screenwriting
- Original Content Creation
- Observation & Reporting

Content Design

- Website redesign
- Training + Onboarding
- UX Insights

Master of Communication

- UX Design
- Digital marketing
- Content management

PROFESSIONAL EXPERIENCE

MICROSOFT | Redmond, Washington

March 2014- Present

Business Communications Program Manager (Simple Concepts) 2/2020 - Present

- Executed engagement plan for strategic internal communications while scaling to meet business needs; within an org dedicated to field marketing communities supporting sales teams and partners.
- Established, collaborative, data-driven processes; pro-actively identified and developed improvements to team operations and methodology.
- Collaborated with cross-functional team leads, designers, creative project managers and writers.
- Managed best practices for ongoing content collection and distribution. Implemented program taxonomy and classification.
- Partnered with leaders across the organization to drive annual strategic planning cycles, goals and metrics development, as well as mechanisms to inspect the health of the organization and align strategy with progress.

Program Manager (Denny Mountain Media) 9/2019 - 1/2020

- Managed Microsoft.com/Security development process and schedule for content publishers through all phases of the program and development lifecycle (launch, redesign, maintenance).
- Secured commitments and streamlined workflow process for all project resources; maintained financial forecasts.
- Increased program visibility across field according to leadership goals by capturing and managing communications. Tracked scope of work, maintained organizational standards as they aligned with stakeholder expectations.

Sr. Project Manager, Intelligent Cloud (GP Strategies) 2/2015 - 6/2019

- Managed strategic online video training initiatives including webcasts, for worldwide, field Readiness teams; Field Enablement. Tracked multiple, concurrent projects from ideation through fact-finding, proposal phase and subject matter expert selection to recording in-studio, on-site and remote. Agile methodology; MS Project.

- Owned relationship between Microsoft and digital agencies; earned trust and built rapport while working within narrow timeframes in a fast-paced environment. Comfortable with ambiguity.
- Executed distribution of innovative digital communications with clear, original content; created marketing materials for sales orgs and Partner audiences; digital marketing campaigns. Tracked open rates and metrics; relayed Business Intelligence within polished content across multiple channels for key stakeholders within Intelligent Cloud.
- Managed quarterly bootcamp events with 600+ participants, internal and contingent staff. Streamlined complex presentation schedules for 60+ speakers, including digital presentations. Built Communication toolkit, including content library, messaging, design assets and brand- approved images to eliminate redundancy, deliver information clearly and empower the audience.
- Influenced without authority as a trusted resource to senior leaders, on-site and offshore teams. Self-motivated, independent and focused team-player.

US Partner Group Business Manager (Prime 8) 12/2014 - 2/2015

- Supported VP of the US Partner Group Azure sales team within Small and Midmarket Solutions & Partners. Facilitated internal and external stakeholder interactions with executives and senior leaders responsible for Microsoft global partnerships.
- Managed internal marketing and communications, projects and events.
- Initiated and owned internal marketing strategy including content management system. Projects included rhythm of the business ownership and oversight of corporate event schedule teamwide.

Channel Retail Marketing Manager (Prime 8) 3/2014 - 12/2014

- Conceptualized and pitched workshop and event ideas drawing buyers to Microsoft devices and services shopping at Microsoft retail stores worldwide. Created fresh marketing content to attract key audiences using researched analysis directly leading to high engagement and organic evangelism.
- Developed comprehensive, hands-on recurring workshops and hero events targeting the Educational, Philanthropies and Non-Profit customer category. Workshop programs included targeted content around Minecraft, Microsoft Office and YouthSpark for students ages 6-18. Created badge workshops specifically for Girl Scouts of the USA, Boy Scouts of America and worldwide "guide" programs.
- Mapped curriculum design and development, wrote train-the-trainer manuals, presenter scripts, attendee handbooks and parent/ teacher guide. Developed content for internal communications including T-minus e-mails, field/store communication and internal messaging to align with Microsoft Corporate goals.

WINDERMERE REAL ESTATE | Kirkland, Washington 10/2013 - 3/2014
Marketing Manager

VALVE CORPORATION | Bellevue, Washington 10/2012 - 10/2013
Event and Project Manager | Marketing and Public Relations

MICROSOFT CORPORATION | Redmond, Washington 1/2004 - 3/2007
Marketing Assistant, Office Team, 2007 product launch

EDUCATION

UNIVERSITY OF WASHINGTON | *Master of Communication in Digital Media (2022)*

UNIVERSITY OF WASHINGTON | *Project Management Certification (2017)*

SEATTLE UNIVERSITY | *B.A. English, Concentration in Communication (2002)*