

Phone number and email address not shared.  
Please message me through my website or LinkedIn.  
[www.AlyssaHagen.com](http://www.AlyssaHagen.com) | [linkedin.com/in/alyssahagen](https://linkedin.com/in/alyssahagen)

## ALYSSA M. HAGEN

### Objective

- Strategic and results-oriented, with extensive experience in crafting people-centric communications and driving authentic engagement across diverse stakeholders.
- Microsoft consultant | Marketing Communications & Program Management | 2014- present
- Independent consultant | Business Development & Digital Marketing | 2007- present
- Master's degree in Multimedia Communications | University of Washington | 2022

### MICROSOFT

2014 – Present

**Senior Communications Program Manager** (Andersen Consultants) 5/2023- Present  
*Global Customer Experience | Customer Experience & Success*

- Lead development and implementation of comprehensive communications strategies for C-suite executives, emphasizing authentic messaging and storytelling techniques.
- Spearhead social media engagement and multimedia storytelling initiatives to reinforce leadership initiatives and drive collaboration across departments.
- Drive social media engagement by copywriting and curating strategic content (LinkedIn, Teams) for the GM, ensuring alignment with organizational goals. Spearhead multimedia storytelling initiatives across departments to reinforce leadership team initiatives and drive cross-team collaboration.

**Marketing Manager** (Andersen Consultants) 7/2022- 2/2023  
*Microsoft Surface Devices Commercial Marketing | Tina Flammer, Director Product Marketing*

- Managed sustain marketing programs for Surface device campaigns and digital launches, fostering relationships with creative agencies.

**Communications & Events Program Manager** (Prime 8 Consulting) 8/2021 – 6/2022  
*Consumer Sales Organization*

- Built partnerships and managed communication playbooks across multiple organizations, ensuring alignment and effective information dissemination.
- Defined program success metrics and communicated progress through reports and newsletters.

**Sr. Business Program Manager** (Prime 8 Consulting) 1/2021 – 7/2021  
*Customer Success, Microsoft Commercial Solutions and Partners, Data & AI Solutions team*

- Strategized and executed Well Architected Framework pilot programs, driving alignment with global Azure field sales teams.

**Business Communications Program Manager** (Simple Concepts) 1/2020 – 6/2020

- Executed strategic internal communications and collaborated cross-functionally to execute digital marketing strategies.

**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).
- Increased program visibility across field according to leadership goals by managing communications.

**Sr. Communications & Events PM,** (GP Strategies) 2/2015 - 6/2019

- Orchestrated Microsoft Azure quarterly bootcamps for 600+ field sellers and partners. Managed complex schedules for 60+ speakers. Developed Communication toolkits, streamlined information delivery to empower audiences.
- Directed global Azure sales teams' training webcasts, oversaw projects from ideation to recording. Was a trusted resource for senior leaders, onsite and offshore teams, influencing without authority. Agile methodology adept; proficient in MS Project.
- Created impactful digital communications, marketing materials, and campaigns for sales organizations and Partner audiences. Tracked metrics, optimized content across multiple channels for stakeholders.

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

- Managed Microsoft internal marketing and communications, projects, and events for 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.

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

- Conceptualized, pitched, and managed learning workshops and events, attracting buyers to Microsoft devices and services within Microsoft retail stores worldwide. Created fresh marketing content for key audiences using research analysis leading to high engagement, organic evangelism.
- Developed, hands-on workshops and hero events targeting Education, Philanthropy and Non-Profit consumer categories. Workshop programs included targeted content around Minecraft, Microsoft Office, and YouthSpark for students ages 6-18.
- Curriculum design and development of train-the-trainer manuals, presentation scripts, attendee handbooks and teacher guides. Wrote internal marketing and program communications.

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

MICROSOFT CORPORATION | Redmond, Washington 1/2004 - 3/2007  
Marketing Assistant, rhythm of the business, communications, planning, Office product launch 2007.

**INDEPENDENT CONSULTANT** 2007 – Present

- I partner with entrepreneurs to conduct thorough research on the viability of their start-up. Throughout the process, I connect people, resources, and ideas to strategize business positioning, before VC discussions come into play.
- Business development: revenue stream identification, process expansion, partnership opportunities.
- Digital marketing: Marketing strategy, website design, social media content creation, copywriting

**ACADEMIC**

UNIVERSITY OF WASHINGTON | Master of Multimedia Communications in Digital Media (June 2022)

UNIVERSITY OF WASHINGTON | Project Management Certification (2017)

SEATTLE UNIVERSITY | B.A. English, Journalism & Communication (2002)