

## SUMMARY OF QUALIFICATIONS

- Master of Communication in Digital Media + Project Management Certificate
- 10+ years at Microsoft
- Online portfolio [AlyssaHagen.com](http://AlyssaHagen.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

- Digital Media, Product Marketing Manager** *Various Clients* Ad hoc/ ongoing
- Develops and executes digital marketing plans, establishes accounts and writes messaging, including websites, social media, branding, editorial calendar, photography with original content creation.
  - Industries vary from men's clothing, landscape design, IT services, food products and more.
  - *Please see [alyssahagen.com](http://alyssahagen.com) for portfolio.*

MICROSOFT | Redmond, Washington Since 2014

- Senior Program Manager** (Prime 8 Consulting) 2/2021 – Present
- MICROSOFT Commercial Solutions and Partners, Data and AI.
  - Managing Well Architected Framework pilot programs for Azure field sellers worldwide.

- Business Communications Program Manager** (Simple Concepts) 1/2020 – 6/2020
- MICROSOFT engagement. 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 and developed with cross-functional team leads, designers, creative project managers and writers to execute digital marketing strategy for Simple Concepts.

- 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; maintained financial forecasts.
  - Increased program visibility across field according to leadership goals by managing communications.

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

- Managed MICROSOFT 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.
- Managed training webcasts for worldwide Azure sales teams. Tracked concurrent projects from ideation through fact-finding, proposal phase and subject matter expert selection to recording in-studio, on-site and remote. Owned relationship between Microsoft and digital agencies; narrow timeframes, fast-paced environment. Comfortable with ambiguity.
- Distributed 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 polished content across multiple channels for key stakeholders.
- Influenced without authority as a trusted resource to senior leaders, on-site and offshore teams. Self-motivated, independent and focused team-player. Agile methodology; MS Project.

**US Partner Group Business Manager** (Prime 8) 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.
- Owned internal marketing strategy, content management websites, ROB calendar with oversight of corporate event schedules teamwide.

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

- Conceptualized, pitched and managed workshops and events, attracting buyers to MICROSOFT devices and services within Microsoft retail stores worldwide. Created fresh marketing content for key audiences using researched analysis directly leading to high engagement and 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, train-the-trainer manuals, presentation scripts, attendee handbooks and teacher guides. Developed content for internal communications and messaging,

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 Multimedia Communications in Digital Media (2022)**

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

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