

ALYSSA J. L. BRIGGS

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EDUCATION

B.S., JOURNALISM • 1985

Northwestern University Medill School of Journalism

M.A., ENGLISH • Summer 2003

Youngstown State University

PH.D., INTERDISCIPLINARY STUDIES WITH A CONCENTRATION IN JOURNALISM EDUCATION • 2010

Union Institute and University, Cincinnati

PROFESSIONAL EXPERIENCE

DIRECTOR, BUSINESS DEVELOPMENT • *Murer Consultants, Inc.*, a healthcare firm • Mokena, Ill.

December 2016 - present - (part-time)

- Direct all marketing activities for this national health consultancy, including website development, print and digital marketing initiatives, strategic positioning and content creation
- Strategic adviser to the President and CEO

PRESIDENT • *Alyssa JL Briggs*, a content marketing firm • Cleveland, Ohio

September 2015 - present - (part-time)

- Plan and implement various marketing and public relations activities for several non-profit as well as profit organizations, including content creation

COORDINATOR • *NEOSTEM ECOSYSTEM*, a community-wide initiative • Cleveland, Ohio

January 2016 - present - (part-time)

- Lead development of a regional ecosystem focused on improving access to, excitement for and engagement with computational literacy, especially for underserved minorities
- Direct all activities related to launch of program initiatives, including design, securing support and implementation
- Develop and maintain relationships with leaders of more than 50 regional organizations who participate in the Ecosystem

DIRECTOR OF JOURNALISM PROGRAM • *Youngstown State University* • Ohio

January 2001 - August 2015

- Directed all aspects of program, including hiring and training of faculty and staff and recruiting of students
- Executed initiatives to brand the program
- Major grew from two to more than 80 students during tenure
- Helped secure more than \$1 million for journalism- and community-related initiatives
- Co-founded and co-directed a statewide university-media collaborative, The NewsOutlet

ASSISTANT PROFESSOR OF JOURNALISM • *Youngstown State University* • Ohio

August 2010 - August 2015

- Developed and assessed curriculum
- Taught undergraduate courses
- Led high school journalism outreach and enrichment programs

INSTRUCTOR, JOURNALISM • *Youngstown State University* • Ohio

January 2001 - August 2015 • Taught undergraduate journalism courses

SKILLS

INFORMATION NEEDS CONSULTANT • *The Raymond John Wean Foundation* • Warren, Ohio

June 2009 - present - (part-time)

- Assess marketing, public relations and information needs for private foundation
- Develop and implement marketing and public relations plans

PROJECTS EDITOR • *The Tribune Chronicle* • Warren, Ohio

October 1990 - April 1999

- Directed news and investigative coverage for daily metropolitan newspaper hired and managed staff of reporters and photographers
- Organized special projects and investigations that consistently led the state, and often, the nation in professional recognition and awards
- Served as lead reporter on numerous investigate stories that resulted in awards and reforms, including changes in state and local laws.

PUBLISHER • *The San Francisco Business Times Magazines* • San Francisco, California

March 1989 - September 1990

- Managed staff of reporters, photographers, editors and sales representatives to produce specialized monthly magazines.

REPORTER • *The Charleston Gazette* • Charleston, W.Va.

October 1987 - February 1989

- Covered environmental and business issues for daily metropolitan newspaper
- Exposed serious problems at an oil refinery resulting in sanctions by the EPA
- Uncovered \$200 million investment scandal in the State Treasurer's office, resulting in one person being jailed, the state treasurer being forced to resign and widespread reforms in investment management across the country.

COLLABORATING & FACILITATING

- Have strong track record of bringing people with different interests and agendas together for common goals

STORY TELLING

- Highly skilled communicator who can work across multiple platforms, including print, audio, video and digital (Work has been recognized with dozens of competitive state and national awards)

TEACHING

- Strong understanding of how to motivate students and trigger learning

MARKETING

- Competence with SEO and Google Analytics

CO-CHAIR

- ASPIRE, Boys and Girls Club of the Western Reserve, 2016

CO-CHAIR

- SAPPHIRE BALL, Summa Health System, Akron, Ohio, 2015

VOLUNTEER

- ACCESS (Shelter for homeless women and children) Akron, Ohio, 2016 - present

VOLUNTEER/BOARD MEMBER

- Numerous non-profits throughout Northeast Ohio

COMMUNITY
ENGAGEMENT