

ALEX ASHLEY

STRATEGIC COMMUNICATIONS SPECIALIST

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Seasoned Strategic Communications Consultant, adept in media relations and PR, with a rich background in crafting high-powered narrative-driven campaigns and impactful digital media strategies. Leveraging 15+ years of experience spanning investigative journalism, policy analysis, strategic PR and impact-focused communications to influence outcomes and drive change

PROFESSIONAL EXPERIENCE

STRATEGIC COMMUNICATIONS CONSULTANT

Eminence Creative Group | Seattle, WA (Remote)

01/2013 – Present

Founded PR and media relations consultancy firm that empowers people and brands to express themselves through compelling, narrative-driven storytelling and impactful campaigns. My expertise extended to helping organizations in the non-profit sector shape their messaging to effectively engage with legislators, political figures, and government officials, strategically navigating the complex landscape of public policy and advocacy

Consulted for non-profit organizations, providing strategic guidance and support managing media interactions and public relations initiatives

- Assisted in training organizational spokespeople for interaction with the media on and off the record
- Assisted with crisis, disaster, and civil unrest reporting for organization's newsroom and editorial team
- Volunteered for a nonprofit community engagement program that focused on families and intercultural communication
- Served as skilled speaker and speechwriter, regularly giving high-impact speeches and presentations for groups and large audiences
- Engaged in strategic partnerships with leading advocacy and social justice organizations to amplify policy reform initiatives

Other PR & Brand Visibility Wins

- Successfully led multiple B2B PR campaigns for Fortune 500 building products manufacturer, securing a more than 1,000 percent increase in brand visibility through earned media
- Consulted for award-winning strategic communications firm, leading redesign of suite of podcasts for a prominent client. Contributions resulted in the firm winning the Public Relations Society of America's (PRSA) 2018 Thoth Award
- Spearheaded tradeshow PR for official launch of innovative tech startup at CES trade show; earned crucial media coverage within 48 hours; secured first place in TechStars' pitching competition, winning out against nine competitors to meet with representatives from Target and Amazon
- Adept at conducting comprehensive brand impact measurement and PR metrics reporting to provide valuable insights and strategic recommendations; analyzing data to assess coverage, reach, sentiment analysis, and share-of-voice to gauge effectiveness
- Proficient in crafting strategic communications materials, including press releases, media kits, and PR campaigns, and cultivating and maintaining network of key media relationships
- Well-versed in crisis communications planning and assessment, managing and mitigating reputational challenges

MULTIMEDIA JOURNALIST

Self-Employed | Remote

01/2006 – Present

Described by a former NPR editor as "a terrific ideas person, coming in with stories no one else has thought of," journalist with developed track record of delivering impactful stories that hold the powerful accountable, uncover hidden truths, and navigate complex and sensitive issues with integrity and a commitment to ethical journalism

- Covered state and local politics, demonstrating an in-depth understanding of government processes and policymaking.
- Cultivated a wide network of sources that included government agencies, state and federal courts, community leaders and activists, whistleblowers, and law enforcement
- Produced insightful stories on legislative developments, with a particular focus on their impact on communities and stakeholders
- Award-nominated for investigative journalism that held power accountable and illuminated policy implications in various sectors

SENIOR EDITOR

Cision | Bellingham, WA

2013 - 2013

As a lead writer and editor, drafted and appraised press releases for publication to a newswire distributed to 3,000 newsrooms, 550 news content systems, and 39,000 active media contacts

- Critically evaluated complex and sensitive government and corporate communications against rigorous legal, editorial, and attribution guidelines
- Partnered closely with clients on narrative framing, messaging strategies, and determining optimal distribution to secure maximum relevant coverage across print, online, and social media
- Served as the key point of contact and liaised regularly with C-suite executives, communications leads, legal teams, and spokespersons from high-profile multinational corporations and government bodies across 18 countries in markets such as Europe, Asia, and the United Kingdom