

ALEJANDRA OWENS

STRATEGIC
COMMUNICATIONS

DIGITAL STRATEGY

CONTACT

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www.alejandraowens.com

EDUCATION

Master of Science - Public Relations
Boston University

Bachelor of Arts - Mexican American
Studies
University of Arizona

GEORGETOWN UNIVERSITY

- Adjunct Professor
- Guest Lecturer
- Digital Subject Matter Expert

SKILLS

- Executive Leadership
- Communications Strategy
- Crisis and Rapid Response
- Digital Innovation
- Brand Leadership

EXPERIENCE

SENIOR CONSULTANT

Alejandra Owens; Wheelhouse Strategic Consulting | 2018-2019

Provide staffing, marketing, communication and branding assessments that re-align goals, strategy, resources and infrastructure to achieve enterprise objectives. Clients span public, private and nonprofit sectors.

Internal Revenue Service, Office of the CIO

- Built strategic communications & messaging framework for Office of the CIO including transition messaging for Acting CIO.
- Led leadership team offsite, overarching theme and workshops in support of desired outcomes focusing on enterprise wide modernization initiatives and increased employee engagement.

DC Public Service Commission

- Managed Commission rebrand including agency selection, creative direction, focus group testing and final logo, look & feel selection.
- Developed internal and external collateral and campaigns in support of new brand.

Wheelhouse Group/Ethos Strategic Consulting

- Developed corporate social responsibility program in support of Good Government movement.
- Oversaw all merger communications including development of strategic messaging, enterprise communications and external communications strategy.
- Developed executive thought leadership strategy and implementation roadmap for four partners and three group leads.

CAVA Restaurants

- Led successful opening of five new stores with revamped digital and paid media strategies that met or exceeded opening revenue goals.
- Performed organizational audit leading to a restructured 15-person brand and marketing team built to align with needs of the business and drive outcomes as well as a restructured budget that empowered team leadership.
- Developed first marketing vision and strategic roadmap, driving focus and integration across marketing, data and technology functions.

VICE PRESIDENT, SOCIAL COMMUNICATIONS

AARP | 2016-2017

Led award winning team that competitively positioned and rebranded AARP as a leader in fighting agism. Transformed audience engagement and expanded audiences to younger and more diverse segments through compelling content creation. This new vision and strategies increased membership by 70%, equal to \$2mm in lifetime value.

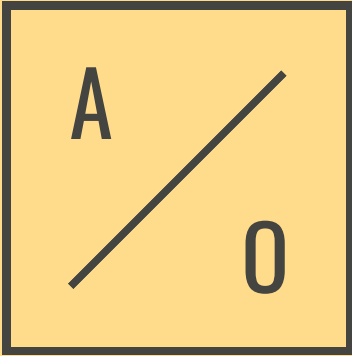
- Developed and executed forward-looking multi-year enterprise-wide social strategy that resulted in a 5-time-award winning campaign and delivered 6pt increases in brand affinity and intent to purchase membership among new audiences.
- Led user experience audits that transformed audience and customer engagement and led to the creation of a first-of-its-kind social customer care team.
- Built the first digital rapid response team across policy communications, video production, media relations and social communications resulting in up to triple the average digital engagement and advocacy actions taken.
- Recruited, managed, led and developed a team of 17 including strategists, paid media experts and an analytics lead.
- Managed a total operational budget of \$5mm (including media, campaign creative, and agency support).
- Provided strategic oversight of \$15mm direct response media budget executed in social channels.
- Managed Facebook Preferred Partnership and Google/YouTube Joint Brand Partnership.

DIRECTOR, AARP STUDIOS

AARP | 2014-2016

Co-founder and managing executive of AARP Studios, an industry-leading multidisciplinary team of nine digital content strategists and video producers supported by analytics, partnerships and paid marketing.

- Created \$2.8mm in lifetime value by increasing membership acquisitions and renewals by 37,261, representing a 493% increase in 2015 over 2014.



ALEJANDRA OWENS

AWARDS & RECOGNITION

Individual

Rising Stars of Journalism, HuffPo

Team

PR News Social Media Awards - Facebook Campaign
Shorty Awards - Gold Distinction
The Telly Awards - Social Video for PSA
Reed Award - Best Video for Social Media
AVA Digital - Best Digital Marketing
AVA Digital - Best Social Media Campaign

SPEAKING

Academic

American University
The George Washington University
Georgetown University

Industry

Digital Advocacy Institute
Social Media Week
Radio TV Digital News Foundation
VMA Media
Bulldog Reporter
Nonprofit Technology Network
Associations Now
BinderCon
Washington Women In PR

MEDIA

Featured

The Chronicle of Philanthropy
Southern Living

Quoted

Connectivity by CQ Roll Call
The Chronicle of Philanthropy Podcast
LeanIn.org
PeterShankman.com
Bethesda Magazine

- Created \$15.9mm in promotional value by increasing organic reach on Facebook from 37mm to 71mm.
- Grew referrals to AARP.org from social media by 61%, including a 56% increase in unique visitors.
- Increased audience engagement from 14.8mm to 40.3mm, with a 187% increase in content shares.
- Oversaw internal and external content audits, analyzed industry trends and surveyed consumer needs to develop content and distribution roadmaps that grew and diversified digital audiences across all social channels, newsletter subscriptions and website.
- Oversaw implementation of \$1.7mm paid media budget and advised execution of media partnership with Google/YouTube.
- Worked closely with C-Suite executives, AARP Board, and executive-level peers across the organization to develop executive positioning plans and campaigns in support of their initiatives.

SENIOR ADVISOR, DIGITAL COMMUNICATIONS

AARP | 2013-2014

Led a team of seven (including strategists, community managers, a social media trainer and interns) through revamped content, distribution and engagement strategies.

- Increased audience engagement (42%) and average engagement rate (83%) Year-Over-Year.
- Designed and managed AARP's first social media audit resulting in discovery and evaluation of 550+ branded channels across 7 platforms.
- Oversaw the design and implementation of digital and social media training curriculum for all levels including content creation, platform best practices and media buying.
- Improved existing workflows, infrastructure and support for staff including the vetting and on-boarding of the organization's first social agency of record.
- Managed \$3mm operational budget inclusive of promotions, vendor and agency services.

MANAGING DIRECTOR, AARP BLOG

AARP | 2008-2013

Developed and managed content strategy, organically growing an audience for AARP's first and only blog. Fully integrated blog content marketing and technology stack into AARP's holistic digital marketing infrastructure resulting in audience growth and new revenue streams.

- Developed compelling content that engaged existing members and competitively positioned AARP in national political news resulting in an increase in digital engagement by 16,000%.
- Developed new revenue streams including digital ad revenue and sponsored content packages.
- Managed organic and paid distribution of blog content with owned marketing channels and media partners.
- Supervised 40+ writers and freelancers to produce 50 original pieces of content per week.

MEDIA RELATIONS MANAGER

AARP | 2007-2011

- Developed strategic thought leadership plans for AARP executive and leadership team members.
- Directed AARP Economic Stimulus strategic communications plan and campaign management yielding nearly 100 national print, TV and radio placements.
- Created media relations strategy for the 38-million-member organization's financial security portfolio.
- Provided strategic counsel for legislative, grassroots and special initiatives resulting in thousands of stories earned in state and local media.

ACCOUNT EXECUTIVE

LEVICK STRATEGIC COMMUNICATIONS | 2005-2007

- Crafted and executed executive positioning and thought leadership strategies for leading attorneys and C-level executives.
- Executed & project managed crisis media relations, corporate relations, and rapid response strategy for clients including CITGO, the American Psychological Association, Spanish-language station TV Azteca/Azteca America, Greenies and the litigation teams representing them.