

# SILVIA IRENE ALVAREZ

INTERNAL COMMUNICATIONS | CHANGE MANAGEMENT | DIGITAL STRATEGY

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Corporate communications professional with more than 10 years of experience at global organizations. Specializing in internal communications that translate business strategy into clear messaging for global employee audiences. Translating complex information into clear, compelling materials for multi-channel communication.

## EXPERIENCE

### **Employee Communications Consultant II (Contract) | Autodesk | July 2025 – Present**

- Publish weekly go-to-market (GTM) newsletter to 17K+ global partners and distributors; handle copywriting, editing, translations and regional segmentation.
- Developed materials for the rollout of a new Salesforce interface, including internal messages, executive toolkits, Slack messaging, and intranets.
- Produce bimonthly internal newsletter for 7,000+ global sales, marketing and customer success teams, averaging a 63% open rate.
- Create analytics reports to measure effectiveness of campaigns, channels, and leadership messaging.
- Maintain intranet policy pages, news hubs, and Slack channels for GTM communication.

### **Internal Communications Manager – Operations & Supply Chain | Rehlko | May 2023 – December 2024**

- Produced internal, multi-channel communication plans for 5,900+ global employees across seven business units (BU) aligning employees during an acquisition and organizational change.
- Developed executive communications for COO and five VPs; managed live town halls and wrote FAQs, talking points, and leader toolkits.
- Partnered cross-functionally with HR, IT, Finance, and Legal to produce union updates, layoff transition plans, pay and benefit change campaigns, and company-wide organizational announcements.
- Wrote editorial content highlighting organizational transformation in manufacturing and supply chain, driving 87,000+ newsletter opens and 59,000+ unique clicks.
- Collaborated with marketing and site teams to plan and execute brand transition from Kohler Energy to Rehlko, including digital signage, facility signage, and employee resources.
- Counseled site leadership on BU updates, crisis communications, employee initiatives, and events.
- Measured and monitored employee feedback on change management communication and evolving employee communication channels for leader reports.

### **Employee Communications Specialist | BASF Corporation | September 2017 – September 2022**

- Corporate Communications team member developing content across digital magazines, newsletters, quarterly financial messaging, and all-hands town halls reaching 16K North American and 1,400 headquarters employees. Captured metrics on employee campaigns and executive events for leader decks.
- Led internal and social media campaigns aligned with CDC guidance, generating 2K+ employee submissions; developed engagement surveys averaging 3,000+ live town hall views and 4K+ replays.
- Built and optimized intranet pages following a global CMS migration to produce cohesive, high-impact content.
- Created regional employee surveys and developed year-over-year reports on messaging and C-suite events.
- Managed digital signage content, training and troubleshooting across 60+ locations and 200+ screens.

### **Site Communications Specialist | BASF Corporation | June 2012 – August 2017**

- Provided communications strategy and counsel to Southeast U.S. manufacturing leaders and site teams.
- Developed quarterly internal publications, standalone crisis messaging and newsletters reaching employees, retirees and community stakeholders.
- Project management of recruiting and community engagement initiatives, including multimedia campaigns, nonprofit partnerships and large-scale events (150th anniversary, Super Bowl activation).

**Public Affairs Intern | Louisiana Chemical Association | August 2011 – June 2012**

- Supported the association president and staff in serving 172 member companies in the chemical industry.
- Catalogued members' financial dues and created conference brochures, booklets and collateral.

**Communications Intern | Mary Bird Perkins Cancer Center | January 2009 – December 2011**

- Collaborated with health care professionals to write, design and interview for patient marketing materials including brochures, patient treatment guidelines, social media posts and radio broadcasts.

**SKILLS & SOFTWARE**

- AP Style copywriting and editing.
- Fluent in Spanish.
- Airtable, Google Workspace, Google Analytics, monday.com, Slack, Smartsheet.
- Advanced graphic design skills in Adobe Creative Cloud CC (Illustrator, InDesign, Photoshop), Canva.
- Basic video editing in Adobe Premiere.
- Content Management Systems (CMS): SharePoint, Staffbase, Wix, WordPress, wiki (Confluence).
- Digital Signage: AppSpace, ScreenCloud.
- PRM and CRM systems: Constant Contact, Mailchimp, Mindmatrix.
- Microsoft 365 (Excel, Forms, Outlook, Teams, Word); advanced PowerPoint skills.

**EDUCATION****Bachelor of Arts, Mass Communication, Public Relations**

Louisiana State University

**Master of Arts, Mass Communication**

Louisiana State University

**CERTIFICATIONS****Technical Writing Certification**

Oregon State University