

Silvia Irene Alvarez

EMPLOYEE ENGAGEMENT | DIGITAL PLATFORMS | CHANGE MANAGEMENT COMMUNICATIONS

504-256-9897 | iamsilviaalvarez@gmail.com | [LinkedIn](#) | [See My Portfolio](#)

Communications professional with over 10 years of experience in internal communications at corporate, B2B and manufacturing organizations. Skilled in employee communications and storytelling across diverse audiences.

EXPERIENCE

Employee Communications Consultant II (Contract) | Autodesk | July 2025 – April 2026

- Handled layout, production and distribution of weekly go-to-market (GTM) PRM newsletter to 17K+ global partners and distributors.
- Developed change management communications for a new Salesforce interface rollout and produced campaign analytics report highlighting a 5x increase in intranet visits during the first week (1,022 to 5,616).
- Published bimonthly internal newsletter and hub for 7K+ global sales, marketing and customer success teams averaging a 63% open rate.
- Established survey hub – a self-service resource for global survey templates, metric reports and KPIs.

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

- Developed enterprise-wide communications strategy for 5,900+ employees spanning seven BUs.
- Supported frontline manufacturing teams during acquisition with tailored communication plans and content.
- Advisor to COO and VP team to develop end-to-end executive-level communications strategy, including town halls, presentations, scripts, Q&As and toolkits.
- Counseled site operations leaders on business updates, crisis communications and employee events.
- Collaborated cross-functionally with HR, Finance and Legal to craft union updates, site-specific emergency/ incident response, layoff transition plans, and organizational announcements.
- Produced editorial calendar articles and global newsletter featuring operational updates, long-form continuous improvement stories and employee feature stories generating 87,000+ newsletter opens and 59,000+ unique clicks.
- Partnered with Facilities and Marketing on site rebranding, brand governance and template design.
- Produced performance metrics on message and channel effectiveness for leadership reports.

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

- Corporate Communications team member developing content across newsletters, quarterly financial infographics and all-hands meetings reaching 16K North American and 1,400 headquarters employees.
- Launched an internal and social media COVID-19 campaign generating 2K+ employee safety submissions.
- Produced employee engagement surveys and year-over-year analytics reporting for campaigns and CEO/ ELT events, including town halls averaging 3K + live views and 4K+ replays.
- Collaborated across functions to deliver emergency communications to North American employees during COVID-19 pandemic and region's operational impacts.
- Drafted and designed materials for internal channels, including mass email distribution and presentations decks.
- Built and optimized intranet pages following a global CMS migration and managed digital signage content, training and troubleshooting across 64 locations and 200+ screens.

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

- Strategic partner to Southeast U.S. site teams and senior leadership teams (SLT) on communications strategy.
- Created newsletter content, event display pieces and quarterly magazine design for a variety of stakeholders.
- Crafted site and event messaging related to weather and incident events.
- Project management for recruiting and community initiatives, including multimedia campaigns, nonprofit partnerships and large-scale external/ internal 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.
- Catalogued members' financial dues and created conference brochures, booklets, mailings and collateral.

SKILLS & SOFTWARE

- Bilingual: 100% proficiency in Spanish and English.
- Strong copywriting and editing in AP Style.
- Microsoft 365 (Word, Excel, Forms, Outlook, Teams, Visio, Copilot); advanced PowerPoint skills.
- Project Workflow: Airtable, Asana, Google Workspace (Slides, Docs, Sheets), monday.com, Slack, Smartsheet.
- Graphic Design: Adobe Creative Cloud (Illustrator, InDesign, Photoshop) and Canva.
- Content Management Systems: SharePoint, Staffbase, Wix, WordPress, Confluence, AppSpace, ScreenCloud.
- PRM and CRM Systems: Constant Contact, Mailchimp, Mindmatrix.

EDUCATION

Bachelor of Arts, Mass Communication, Public Relations

Louisiana State University

Master of Arts, Mass Communication

Louisiana State University

Technical Writing Certification

Oregon State University