

Silvia Irene Alvarez

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Driven communications professional with 13+ years of experience in content creation, graphic design, employee engagement, executive communication and internal campaigns for global organizations.

PROFESSIONAL EXPERIENCE

Internal Communications Manager, Rehlko (formerly Kohler Energy) | May 2023 – December 2024

ACCOMPLISHMENTS

- Developed global communication strategies for 5,900+ local, global and remote employees, supporting executive and departmental messaging targeting all levels of the organization.
- Created communication plans for organization's COO and leadership team including senior leadership town halls, Q&As and manager talking points regarding an ongoing corporate acquisition and change management.
- Designed digital collateral with new brand guidelines, generating 87K+ unique opens, 59K+ unique clicks.

DAILY RESPONSIBILITIES

- Cross-functional collaboration with C-suite, site communicators and internal departments, including HR, Supply Chain, Operations to write, edit and distribute daily employee-facing content for global facilities with multicultural needs (e.g., newsletters, success stories, intranet updates, digital signage, print campaigns).
- Designed digital collateral with new brand guidelines, generating 87K+ unique opens, 59K+ unique clicks.
- Drove video production, emergency communication and safety campaigns supporting organizational changes including leadership shifts, union negotiations, layoffs, compensation updates and IT system rollouts.
- Built executive PowerPoint slide decks, infographics and visual storytelling for department and BU needs.
- Send global employee messages via appropriate distribution lists and channels for several internal audiences.

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

- Designed executive messages including C-suite slide decks, quarterly earnings and EOY messages.
- Created multiplatform corporate communications content including hybrid work structure, layoff transition plans and North American town halls with performance metric reporting averaging 3,000+ live views, 4,000+ replays.
- Led internal and social media campaign featuring 2,000+ employee submissions, aligned to CDC guidance.
- Produced intranet content and weekly newsletter for corporate headquarters, reaching 1,400 employees.
- Interviewed, wrote and designed story layouts for digital employee magazine and designed intranet pages for North America departments, businesses and projects.
- Created employee surveys/ polls to gauge leadership events, topics and provide metrics on viewership.
- Managed digital signage content and ensured brand compliance across 60+ locations and 200+ screens.
- Planned and supported corporate internal events including holiday employee events and regional town halls.

Site Communications Specialist, BASF Corporation | Geismar, LA | June 2012 – August 2017

- Provided guidance to southeast U.S. manufacturing leaders and site teams on communication strategies.
- Wrote, designed and distributed messaging including content for quarterly internal publication.
- Project management of recruiting and onboarding tools including: billboards, photoshoots and video scripts.
- Managed and promoted internal and external events via budgeting, design and employee volunteering support, including a 150th anniversary and 2013 Super Bowl interactive sponsor events.

Public Affairs Intern, Louisiana Chemical Association | Baton Rouge, LA | Aug. 2011 – June 2012

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

Communications Intern, Mary Bird Perkins Cancer Center | Baton Rouge, LA | Jan. 2009 – Dec. 2011

- Designed brochure, ad and donor collateral for nonprofit multi-hospital system.
- Interviewed, wrote and photographed for biannual publication.

SKILLS

Writing & Editing

- AP Style writing and editing complex information/data to engaging content
- Fluent in Spanish; experienced adapting content for multicultural audiences
- Excellent verbal communication skills

Design & Creative Tools

- Advanced Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Figma, Canva, Simpleshow
- Expert-level PowerPoint design

Digital Communication Platforms

- CMS: Staffbase, AppSpace, Screencloud, Concrete5
- Microsoft Word, Outlook, Forms, Excel, Teams Meetings / Town Halls, SharePoint, Yammer)
- Zoom, Slack

EDUCATION

- Bachelor of Arts, Mass Communication (Public Relations), Louisiana State University
- Master of Arts, Mass Communication, Louisiana State University