

# Silvia Irene Alvarez

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

Communications professional with 10+ years of experience leading global and change management communication strategy for manufacturing, B2B power/ energy organizations, and industrial environments. Expertise in corporate communications, executive messaging, and design of digital communication tools.

## Professional Experience

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

- Edit global content for go-to-market product launches in weekly partner and distributor newsletter.
- Collaborate with corporate, marketing, and customer sales teams to design, edit and distribute semi-monthly employee-focused newsletter tailored to 15,000+ global team members.
- Maintain policy pages, intranets and Slack support channels on sales and marketing communications.

### Internal Communications Manager | Rehlko | May 2023 – December 2024

- Developed and executed internal news content including announcements, employee award and recognition stories for 5,900+ global operations and supply chain employees across, print, digital signage, and email.
- Created COO and VP team's communication plans throughout private equity acquisition and org updates via live town halls, FAQs, fact sheets, video scripts, talking points, and toolkits.
- Partnered with HR and cross-functional teams (Marketing, IT, Procurement, Finance, Legal) to develop union updates, layoff transition plans, pay and benefit changes, and company-wide employee announcements.
- Coordinated agencies and production companies for video projects and wrote COO thought leadership articles.
- Collaborated with communications and marketing colleagues to develop editorial calendar of success stories, change management communication, and business updates.
- messaging contributing to 87,000+ newsletter opens and 59,000+ unique click-throughs during acquisition.
- Counsel to global operations leaders for business messaging, crisis communication, and event coordination.
- Designed branded collateral to showcase seven business units' manufacturing transformation via posters, brochures, intranet pages, flyers, and PPT decks for enterprise-wide town halls, customer and BOD meetings.

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

- Designed C-suite quarterly financial updates, strategic customer decks, and all-hands town hall presentations.
- Wrote stories for digital magazine and distributed semi-monthly North American e-newsletter engaging 16,000+ employees and weekly headquarters newsletter tailored to 1,400 U.S. employees.
- Led internal and social media campaign featuring 2,000+ employee submissions aligned to CDC guidance.
- Maintained intranet and website content; supported all NA departments during CMS transition.
- Created surveys for metrics and leader reports on town halls averaging 3,000+ live views, 4,000+ replays.
- Managed digital signage content and ensured brand compliance across 60+ locations and 200+ screens.

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

- Provided communications strategies and advised southeast U.S. manufacturing leaders and site teams.
- Content development for quarterly internal publications and newsletters to 2,000+ employees and contractors.
- Project management of multiple recruiting and onboarding tools including billboards, photoshoots, and videos.
- Managed event materials logistics, budgeting, design, and employee volunteering, including a 150th anniversary and 2013 Super Bowl interactive sponsor events.
- Oversee swag, promotional ordering for internal, external, and marketing needs with custom partnership branding.

### Public Affairs Intern | Louisiana Chemical Association | Baton Rouge, LA | August 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 | January 2009 – December 2011**

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

## **Skills & Software**

- AP Style writing, editing, storytelling.
- Fluency in English and Spanish with excellent verbal communication.
- Slack, monday.com, Google Workspace, Google Analytics, Airtable, Smartsheet.
- Advanced graphic design skills in Adobe Creative Suite (InDesign, Illustrator, Photoshop), Canva.
- Basic video editing in Adobe Premiere.
- Content Management Systems CMS Experience: WordPress, Staffbase, SharePoint.
- Customer Relationship Management: Constant Contact, MailChimp, HubSpot, Mindmatrix.
- Microsoft Office 365 (Word, Outlook, Forms, Excel, Teams); advanced PowerPoint skills.

## **Education**

### **Bachelor of Arts in Mass Communication, Public Relations**

Minor, Business Administration

Louisiana State University

### **Master of Arts, Mass Communication**

Louisiana State University

## **Certifications**

### **Technical Writing Certification**

Oregon State University