

Silvia Irene Alvarez

EMPLOYEE ENGAGEMENT | EXECUTIVE MESSAGING | CHANGE COMMUNICATION

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Communications professional with over 10 years of experience in internal communications at corporate, B2B, and manufacturing organizations. Skilled in change management, storytelling, and developing clear and transparent messaging.

EXPERIENCE

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

- Deploy weekly go-to-market (GTM) PRM newsletter to 17K+ global partners and distributors; handle copywriting, editing, translations, and regional segmentation.
- Execution of digital change management content for new Salesforce interface rollout; increased intranet site visits 5x within the first week of the campaign (1,022 to 5,616).
- Published bimonthly internal newsletter and news hub for 7,000+ global sales, marketing, and customer success employees, averaging a 63% open rate. Manage intake process, drafting, editing, and proofing all submissions.
- Create analytics reports to measure effectiveness of campaigns, channels, and leadership messaging.

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

- Developed multi-channel communications for 5,900+ global workforce across seven BUs throughout acquisition.
- Managed executive-level communications for COO and five VPs, including town halls, presentations video scripts, FAQs, talking points, and toolkits while also counseling site leadership on business updates, crisis communications, and events.
- Partnered cross-functionally with HR, IT, Finance, and Legal to produce messaging, including union updates, layoff transition plans, pay and benefit changes, and all-staff organizational announcements.
- Collaborated with Marketing, Facilities, and site teams to launch company rebranding across digital and facility collateral including template management and brand governance.
- Produced editorials showcasing manufacturing and supply chain transformation along with its frontline employees, driving 87,000+ newsletter opens and 59,000+ unique clicks.
- Produced performance metrics on organizational transition/ changes and channel effectiveness for leadership reports.

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

- Corporate Communications team member developing content across digital magazines, newsletters, quarterly financial infographics, and all-hands meetings reaching 16K North American and 1,400 headquarters employees.
- Created employee surveys to capture campaign and CEO and ELT event metrics with year-over-year reports.
- Launched COVID-19 internal and social media campaign generating 2K+ safety submissions.
- Developed engagement surveys for events averaging 3,000+ live town hall views and 4K+ replays.
- Built and optimized intranet pages following a global CMS migration.
- Managed digital signage content, training, and troubleshooting across 64 locations and 200+ screens.

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

- Advised Southeast U.S. site teams and senior leadership teams (SLT) on operations communications strategy.
- Created internal messaging and quarterly newsletters for employees and community stakeholders.
- Project management for recruiting and community engagement 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.

Communications Intern | Mary Bird Perkins Cancer Center | 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

- Strong writing and editing in AP Style.

- Fluent in Spanish.
- Change management and employee engagement.
- Project Workflow Platforms: Airtable, Asana, Google (Workspace, Analytics, Docs), 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: Constant Contact, Mailchimp, Mindmatrix.
- Microsoft 365 (Excel, Forms, Outlook, Teams, Visio, Word); advanced PowerPoint skills.

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