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ANNALISE FOSNIGHT

Strategic Communications & People Operations | MBA

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SUMMARY

Human-centered strategist with experience across HR, internal communications, marketing, and organizational development. Known for blending analytical problem-solving with strong storytelling, stakeholder management, and brand-focused execution. Proven ability to lead cross-functional teams, implement systems, design communication frameworks, and drive growth for early-stage companies and established organizations. Currently completing an MBA with hands-on consulting experience in people strategy, market entry, marketing, and business operations.

WORK EXPERIENCE

Suffolk University SEED: Lead Consultant – Serene Cycle SEP 2025 – DEC 2025

- Managed clinic consultants (Marketing, Accounting, Resource) in creating project scope, deliverables and project outlines.
- Improved organic search from 7% to 71% in Squarespace
- Built integrated tracking & customer feedback loops.
- Implemented and connected Quickbooks to Squarespace for Inventory tracking and management.

Walmart ASR: People Manager NOV 2022 – APR 2025

- Led HR strategy and execution during acquisition of Alert Innovation by Walmart, supporting the transition of 500+ employees with <7% turnover in year one, ensuring full compliance across employee workstreams.
- Owned & managed execution of \$2.1M Annual Bonus Program
- Led culture and engagement initiatives aligning culture
- Managed and Conducted employee relations investigations with 48-hour turnaround.

Alert Innovation: Sr. HR Business Partner APR 2021 – Dec 2021

- Served as the de facto HR lead during critical growth phases, advising founders and department heads on people strategy, scaling processes, and cross-functional communication, and guiding organization through rapid expansion in preparation for the Walmart acquisition.

EDUCATION

Masters of Business Administration SEP 2024 – MAY 2026

Suffolk University
CGPA: 3.90

Bachelors in Theatre Management SEP 2014 – MAY 2018

Suffolk University

CORE COMPETENCIES

People & Operations: Employee Experience, Onboarding, Training & Development, Change Management, Performance Coaching

Communication: Internal Comms, Executive Messaging, Brand Storytelling, Presentation Development & Copywriting

Marketing: SEO, Digital Strategy, Social Media, Brand Development, Customer Journey Mapping

Business: Quickbooks, API Integrations, Google Workspace, HRIS

Leadership: Stakeholder Management, Consulting, Team Leadership, Conflict Navigation

PASSION PROJECTS

Creative Direction , Personal Branding, Podcast/Blog Development