

ALLYSON CROWELL

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Communications expert with 20 years of experience spanning daily newspaper beats, historic fundraising campaigns, executive speechwriting, global customer advocacy, and more. Comfortable leading large teams or working as an individual contributor to get the best message to the correct audience, with proven results. Motivated by curiosity.

EXPERIENCE

AMAZON | November 2020 – Present

Head of Content and Engagement, Ring Customer Support

- Manager of managers for team responsible for curating troubleshooting content. Now driving artificial intelligence solutions to ensure the right information at the right time for public customers and internal support associates.
- Author of 18-month business strategy documents shared with Amazon's senior leaders.
- Developed Ring's first LinkedIn recruiting campaign, generating 64K impressions.
- Trained +250 colleagues on Amazon's unique writing style and launched a "Doc Bar Raiser" chapter with automated intake system for support.
- Conceptualized device troubleshooting YouTube series with +50K views.
- Trusted partner to Legal and Public Relations leaders for security incident response.

Previous role: Managing Editor, Amazonian Experience & Technology

- Led development of brand identity for 10K-person tech and services team.
- Expanded Amazon writing workshop program from 100% US employees to 48% US and 52% rest of world, while doubling frequency of "sold-out" classes to address demand.
- Managed internal engagement tools, including monthly newsletters, team intranet pages, and videos showcasing projects and people.

BLACKBAUD | June 2018 – November 2020

Evidence & Editorial Group Lead, Corporate Brand

- Managed people and creative strategy for an integrated global customer advocacy program. Directed customer storytelling and evidence, references program, and gamified advocate hub. Oversaw references platform migration and formalization of advocate incentives program.

- Served as executive speechwriter entrusted with preparing thought leadership messages, including welcome and keynote addresses delivered at the United Nations, Nasdaq, and DeveloperWeek.
- Authored high-visibility brand assets, including Corporate Social Responsibility Report and GivingTuesday nonprofit toolkit.
- Built and operationalized internal speaker training certification for brand continuity.
- Authored scripts and managed mainstage content and celebrity guest speakers for annual user conference, bbcon.
- Served as public relations strategist on high-profile announcements and throughout COVID-19 response. Supported crisis communications during data breach.
- Crafted and deployed positioning framework during acquisition of YourCause corporate social responsibility company.

MEDICAL UNIVERSITY OF SC | July 2012 – June 2018

Public Information Director, Office of Development & Alumni Affairs

- Developed proposals/cases for support for philanthropic campaigns, including the largest in university history to build a \$390M children's hospital.
- Launched first digital stewardship publication with 20K subscribers and 50% open rate.
- Created first serial narrative campaign, sparking record online giving and earning a CASE Grand Gold award for Public Relations and Community Relations Projects.
- Established and managed first social media channels to engage donors and prospects, raising tens of thousands of dollars in unanticipated funds.
- Prepared fundraising event speeches for senior leadership.

THE POST and COURIER | June 2008 – July 2012

Reporter

- Covered federal, state, and municipal courts, SC ports, and Charleston's tourism industry. Routine on-camera appearances.
 - First place, business reporting, SC Press Assoc. (2009)
 - Second place, short feature, American Assoc. of Sunday and Features Editors (2010).

THE PALM BEACH POST |December 2005 – June 2008

Reporter

- Crime and city government reporter, earning awards from Florida Society of Professional Journalists (2006), Sunshine State (2007), Florida Press Club (2007), and Florida Society of News Editors (2008, 2009).

EDUCATION

B.A.: Print journalism

Minor: Political Science

University of South Carolina Honors College

Magna Cum Laude

HIGHLIGHTS

- ❖ Consulting experience across marketing/public relations, due diligence research, public policy messaging
- ❖ Published writer through The Washington Post Talent Network
- ❖ Elementary-school literacy mentor with Reading Partners, 2018-present