

Viktoria Alston

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PROFESSIONAL EXPERIENCE

The City of Norfolk

09/2022 — Present

Multimedia Communications Specialist, Internal Communications

- Develop and implement internal content strategies to inform and engage 5,000+ City employees across multiple channels, including email, intranet and video.
- Played a key role in shaping internal communications by creating a content calendar, planning recurring campaigns and guiding overall team direction.
- Create video ideas, write scripts and provide feedback on short storytelling and informational employee videos, occasionally performing voiceovers.
- Utilize Google Analytics, surveys and employee feedback to identify trends and improve content effectiveness.
- Partner with internal departments, senior staff and external teams to promote employee events, programs and benefits, ensuring consistent messaging.
- Oversee the intranet, newsletter and employee inbox, creating and updating written and visual content while responding to employee inquiries and ensuring timely and relevant updates.
- Design graphics in Canva and collaborate with the graphic designer and photographer to create high-quality visuals.

The Bridge at UNC

08/2020 — 06/2022

Content Creator

- Coordinated with 20+ staff members to produce digital content for an online publication focused on women of color, writing 4+ stories per month under strict deadlines.
- Developed and implemented content strategies that increased readership and audience engagement.

The University of North Carolina at Chapel Hill

01/2022 — 05/2022

Communications Specialist (Spring Term)

- Wrote and edited articles for internal newsletters and web platforms, delivering engaging content to an audience of 1,600+ staff members.
- Developed and managed a social media calendar, creating 10+ posts and graphics weekly; achieved an engagement rate of more than 1.7%, exceeding the industry average.

Miss EmpowHer

09/2021 — 04/2022

Public Relations Intern

- Collaborated with a 12-person team to develop and implement public relations strategies for a women's-empowerment organization; established partnerships to support organizational goals and increase its impact.
- Designed graphics using Canva and web and social media content, driving brand growth and increasing followers by 24% in two months.

Enrich English Language Learning

08/2018 — 06/2022

Communications Manager

- Managed a team of 7 staff members and more than 80 tutors for an English-language tutoring organization, overseeing communication strategies, establishing organizational goals and conducting surveys.
- Boosted membership by 200% within two months through targeted outreach and effective use of internal and external communication channels, including web and email.

EDUCATION

The University Of North Carolina At Chapel Hill

05/2022

BA: Media and Journalism (Public Relations Concentration); Global Studies