



Alice Markey, B.A.

Writer & Communications Assistant, The Improve Group

As a Writer and Communications Assistant, Alice brings a passion for developing stories that resonate with and are accessible to a wide range of audiences. Her background in technical writing and communications supports her work in clear and effective proposal writing and marketing. Outside of work, Alice enjoys sewing, cooking, and any outdoor activity.

Expertise

Marketing and communications

Alice applies her eye for purpose-driven communications while writing proposals, final reports, and newsletter articles. Drawing on her academic research and writing experience, Alice helps explain complicated ideas clearly by using plain language and marketing content. She develops narratives in communication campaigns that engage audiences and achieve goals. Alice also supports the organization by developing internal process documentation, such as creating guidelines on how to use photos for marketing purposes. When developing communications materials, Alice asks, "What do we want audiences to think, feel, or do?"

Creative documentation products

Alice excels in developing creative reporting and documentation for internal processes and client projects. She applies her arts background to communicate information in visually engaging ways, including through graphic recording, interactive toolkits, and two-page infographics. Alice is motivated to help clients and colleagues identify and develop documentation that is visually striking, easy to understand, and engaging for audiences. Internally, Alice is a co-leader of a learning group for creating reporting products.

Communication coaching

Alice's roles as a writing center consultant, student success mentor, and presentation coach have honed her skills in communication coaching. She has experience working one-on-one and in small groups in order to workshop messaging, communication strategy, and writing mechanics. Alice uses those skills to help fellow IGers create clear, professional, and engaging narratives for proposals and final reports.

Professional Experience

The Improve Group | St. Paul, MN | Writer and Communications Assistant | 2023-present | Blends expertise in marketing, writing, editing, and communications to make the most of information, navigate complexity, and ensure clients' investments of time and money lead to meaningful, sustained impact. Project experience includes:

Designing a national challenge-winning toolkit for federal agencies to evaluate public participation and community engagement.

Editing a report for the Minnesota Olmstead Quality of Life Survey Third Follow-up, which seeks to understand the quality of life of people with disabilities who live in segregated settings.

Designing a two-page infographic report for an evaluation of a trauma healing program at Hennepin Healthcare's East Lake Clinic.

Department of Environmental Studies, The College of Wooster | Wooster, OH | Staff Writer and Communications Assistant | 2023 | Developed interactive course planning materials, department marketing strategy, thesis guidelines handbook, and optimized department workflow.

Center for Advising, Planning, and Experiential Learning, The College of Wooster | Wooster, OH | Communications Specialist | 2021-2023 | Developed virtual and in-person communications strategy for yearly new

student Academic Registration and Orientation program, including weekly newsletters, social media campaigns, workshop presentations, and internal training materials.

The College of Wooster Writing Center | Wooster, OH | Writing Tutor | 2021-2023 | Implemented copyediting and communication coaching expertise to facilitate writer composition, reflection, and revision, creating clear messages across diverse topic areas and assignments.

Education

The College of Wooster | Bachelor of Arts in Environmental Studies major and Sociology minor

Training

Technology of Participation® Facilitation Methods | Institute of Cultural Affairs in the U.S.A.

Professional Affiliations

American Evaluation Association

Minnesota Evaluation Association