



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 while at the College of Wooster translates well into the writing and communications demands of proposal writing and marketing at IG. Outside of work, Alice enjoys sewing, cooking, and any outdoor activity.

Expertise

Communications

Alice applies her eye for purpose- and goal-driven writing while writing and editing proposals, final reports, and newsletter articles. Drawing on her academic research and writing experience, Alice's writing style helps explain complicated ideas clearly.

Marketing

Alice's eye for strategy contributes to her holistic marketing approach, where she seeks to understand audiences, communication methods, and mediums. She develops narratives in communication campaigns that are engaging to audiences and achieve goals.

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 or in small groups to workshop messaging, communication strategy, and writing mechanics, ultimately creating clear, professional, and engaging stories 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.

Department of Environmental Studies, The College of Wooster | Wooster, OH | Staff Writer and Communications Assistant | 2023 | Developed interactive course planning materials and department marketing strategy, creating thesis guideline handbook and optimizing 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)