

# Alyse Clacy

2601 W. Manor Pl. Apt. 228 Seattle, WA 98199  
clacyac@hotmail.com, (509) 710-0532

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## Education

**Western Washington University** Bellingham, WA Spring 2008

- B.A. Journalism-Public Relations, Psychology Minor
- Magna Cum Laude

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## Work Experience

**Weber Shandwick Worldwide** Seattle, WA September-Present  
Microsoft Communications Business Intern

- Outreached to consumer, trade and business press as well as tech bloggers, coordinated logistics and developed spokesperson briefing materials for regional and international media tours and trade shows, including Mobile World Congress in Barcelona.
- Developed signature story ideas, tracked coverage and drafted daily media reports, calculated coverage metrics and managed editorial opportunities.
- Executed analyst relations, aided in researching and proposing new target audience to client and assisted in video production for product launch.
- Coordinated with global colleagues on a daily basis to ensure smooth, around-the-clock account maintenance.

**Klipsun Magazine** Bellingham, WA Fall 2007  
Story Editor

- Managed 21 writers, edited copy and applied Associated Press style.
- Formulated story ideas and assisted in story selection and magazine layout.

**The Spokane Symphony** Spokane, WA Summer 2007  
Public Relations and Marketing Intern

- Copy writer for the symphony's Backstage newspaper that has a circulation of 22,000, edited press releases and proposals and developed donor relationships.
- Generated \$100,000 in ad sales for season program book as part of a two-person team. Researched and implemented promotion strategies for group ticket sales.
- Developed tourism program by forming partnerships with local hotels and restaurants.

**Shriners Hospital for Children-Spokane** Spokane, WA Summer 2006  
Public Relations Intern

- Planned and directed the hospital's involvement in the community outreach event known as Kid's Day in the Park. Coordinated group of 15 volunteers for the event.
- Wrote and distributed press releases for hospital fundraising events, wrote feature stories for the Web site and newsletter and represented hospital in the community.

**Northwest Ballet Theatre** Bellingham, WA 2006-June 2008  
Assistant Director, Public Relations and Marketing Coordinator, Teacher

- Advised public relations decisions on the Board of Directors.
- Conducted media relations, press release writing and distribution, media research, fundraising efforts and generated marketing strategies.
- Taught company classes and assisted in directing three performances each season.

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## Awards and Activities

- Freelance writer for Natural Solutions Magazine, December 2008
  - Selected to present three writing pieces for Scholar's Week, Spring 2008
  - Reporter for Klipsun Magazine, Spring 2006, and The Western Front, Winter 2006
  - Recipient of the David McInnis/PR Web scholarship, 2006-2007
  - Recipient of the Spokane Public Relations Council internship scholarship, Summer 2006
  - Chosen speaker for scholarship recipients in the College of Humanities and Social Sciences, Spring 2007
  - Recipient of the Journalism Department Tuition Waiver Scholarship, 2007-2008
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