

ALEXIS ANDERSON

Communications & Digital Marketing Leader

Washington, DC Metropolitan Area (DC / MD / VA) | (301) 404-1577 | adanders1040@gmail.com | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Communications and digital marketing leader with 10+ years of experience building earned media, executive, employee, and content strategies for complex, multi-stakeholder organizations. Proven record securing 500+ earned media placements, advising senior stakeholders through high-visibility initiatives, and managing multi-million-dollar budgets. Skilled at translating technical and organizational complexity into clear narratives for internal and external audiences — across press, executive communications, employee channels, and owned content. Brings a rare, forward-leaning edge in AI/LLM search visibility (GEO/AEO), extending traditional earned-media and content expertise into how brands are understood by both journalists and AI systems.

CORE COMPETENCIES

Earned Media & Public Relations | Executive & Leadership Communications | Employee & Internal Communications | Content Strategy & Editorial Development | Crisis & Issues Communications Support

Change & Organizational Communications | Stakeholder & Cross-Functional Partner Management | Brand Messaging & Positioning | Social Media & Newsletter Strategy

Campaign Planning & Execution | Budget & Resource Management | Team Leadership & Mentorship | SEO & AI/GEO Search Visibility | Data Analytics & Performance Reporting

PROFESSIONAL EXPERIENCE

Marketing Lead, Partner Referral Jan. 2023 – Present

2U, Inc. | Ed-Tech | Lanham, MD (Hybrid)

- Serve as strategic communications advisor and trusted consultant to enterprise-level stakeholders, translating complex audits and initiatives into clear, collaborative recommendations — integrating feedback into 90%+ of deliverables.
- Lead integrated content and narrative strategy across a multi-partner ecosystem, delivering 50+ high-impact initiatives annually, including 35+ in H2 2025 alone, while managing competing stakeholder priorities.
- Built scalable playbooks and communications toolkits that enabled cross-functional partners (Engineering, WebOps, Partner Marketing) to independently execute high-quality, on-brand content — a change-management and enablement function.
- Developed a proprietary LLM Readiness Framework guiding partners in restructuring content for clarity and citation across AI-driven platforms (Google AI Overviews, ChatGPT, Perplexity), extending traditional narrative and messaging discipline into emerging AI search channels.
- Piloted a 45/90-day post-implementation reporting framework, strengthening stakeholder visibility into communications impact and data-informed iteration.
- Partnered cross-functionally to troubleshoot blockers, validate messaging requirements, and accelerate delivery across a distributed, matrixed organization.

Volunteer Leadership — outside core role responsibilities

Communications Chair, BNET (Black Engagement Network) Employee Resource Group

- Lead communications strategy for BNET, 2U's employee resource group for Black employees, shaping how the group's mission, events, and impact are communicated to members and the broader organization.
- Write, design, and distribute a quarterly newsletter spotlighting member achievements, upcoming events, and ERG initiatives to drive engagement and connection across a dispersed employee base.
- Manage ad hoc Slack communications to keep members informed in real time on events, opportunities, and organizational moments relevant to the group.
- Own intranet communications content for the ERG, ensuring resources, events, and initiatives remain current, visible, and accessible to employees company-wide.

Content Marketing Outreach Manager Oct. 2019 – Jan. 2023

2U, Inc. | Ed-Tech | Lanham, MD

- Led earned media and content strategy driving brand awareness and reputation across 20+ web properties; built and directed a fully remote team and agency partners, growing media placements 50% year-over-year.
- Built and maintained relationships with editors, journalists, and publishers, securing earned media coverage for partner programs at a 1:31 content-to-placement ratio.

- Managed a \$2M+ content marketing budget and a \$1M+ annual SEO/outreach and link-acquisition budget, achieving 10% cost savings through strategic resource allocation.
- Directed end-to-end content and messaging strategy, overseeing creation of high-impact marketing and communications assets.
- Analyzed communications and content effectiveness using Ahrefs, Majestic, BrightEdge, and Google Analytics, delivering insights to senior stakeholders to inform strategic planning.

Senior Outreach Specialist Mar. 2018 – Oct. 2019

2U, Inc. | Ed-Tech | Lanham, MD

- Secured 500+ earned media placements through direct outreach and pitch development targeting national and niche education, career, and lifestyle publications.
- Developed story angles and pitches aligned with news cycles and PR strategy for higher education partners, sustaining a 1:31 content-to-placement ratio.
- Collaborated with partner institutions' PR teams and external agencies to align coverage with institutional tone, voice, and priorities.

Outreach Specialist Feb. 2017 – Mar. 2018

2U, Inc. | Ed-Tech | Lanham, MD

- Launched and managed earned media outreach for partner universities, building targeted media lists and pitching editorial content aligned with campaign goals.
- Secured partnerships with 100+ media outlets, blogs, and online publications supporting 2U's higher education portfolio.

Communications Coordinator June 2014 – Feb. 2017

Office of Federal Student Aid, U.S. Department of Education | Washington, DC

- Led internal communication campaigns supporting employee engagement, organizational change management, and training initiatives, including content for ED.gov and internal publications.
- Drafted talking points and edited memos for executive communications, coordinating with public affairs staff to ensure message consistency across media-facing documents.
- Monitored media coverage and produced executive media reports using Cision and Meltwater, informing senior leadership situational awareness and public-facing messaging.
- Collaborated with external partners and journalists to support earned media and public education efforts during national campaigns.

Digital Marketing & Communications Consultant July 2023 – Present

Freelance | Self-Employed

- Serve as embedded communications partner for small-business and nonprofit clients, managing social media content and community engagement across channels to grow audience reach.
- Write, edit, and optimize client newsletters end-to-end — subject lines, segmentation, and content cadence — to strengthen open rates and audience retention.
- Author blog content and brand narratives that translate client expertise into clear, audience-ready storytelling.
- Advise clients on employee and internal communications, including messaging delivered through Slack and company intranets, to support engagement and organizational alignment.
- Develop business proposals, brand guides, and multi-channel communications strategies to strengthen client positioning.
- Conduct on-page/off-page SEO and UX audits to improve search visibility, organic traffic, and conversion performance.

EDUCATION

Master of Professional Studies, Strategic Public Relations — George Washington University

Professional Certificate, Strategic Communications — George Washington University

Professional Certificate, Organizational Leadership — University of California, Davis

Bachelor of Arts, Communications & Advertising — Delaware State University

CERTIFICATIONS & TOOLS

Certifications: Generative AI Leader — Google Cloud

Tools: Cision | MuckRack | Meltwater | Google Analytics | Ahrefs | SEMrush | Moz | BrightEdge | Surfer SEO | Google Search Console | Tableau | Smartsheets | Jira | Asana | Buffer | Canva | Figma | Adobe Photoshop | ChatGPT/OpenAI | Jasper | WordPress | Wix | GoDaddy | Google/Microsoft 365