

# Alaina Jones

## Communications & Change Management

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Location: Princeton, TX

A high-achieving, solution-oriented, and data-driven communicator who has a track record of success in change management with more than 12 years of experience creating successful communications strategies, analyzing businesses, managing change and transformation within organizations, increasing the effectiveness of teams, and optimizing processes to maximize efficiency.

### Skills & Tools

*I am a certified PROSCI and ADKAR Practitioner.*

- ICAgile certified trainer to deliver both remote and in-person courses
- Project & People Management
- Agile Transformation & Change Management
- Marketing Analytics
- Digital Media Strategies
- Public & Community Relations
- Consulting, Training & Facilitation
- Training Content Development & Design
- Communications & Marketing Strategy
- Process Improvement
- Client & Media Relations
- Stakeholder & Vendor Relations
- Internal Communications
- Corporate & Crisis Communications
- Team Building & Leadership Development
- Root Cause & Business Analysis
- Digital Advertising & Integrated Marketing Campaign Development
- Executive Support & Thought Leadership
- Diversity, Equity & Inclusion
- Social Media & Email Marketing
- Speech Writing & Content Development
- Communications & Marketing Operations
- Invoicing & Contract Management
- Branding & Public Relations
- Project Management & Marketing Analytics Tools
- Various ERP, CRM & CMS Tools
- Adobe Creative Suites
- Microsoft & Google Suite

### Relevant Experience

#### Agile Trainer & Coach- Change Management & Transformation

AgileSherpas | June 2022 – February 2023 (Part-time Contractor) | February 2023 (Full-time Contractor) - Present

**Summary:** I increased the effectiveness of change management communication, analyzed business needs and requirements, optimized client operations through Agile, conducted effective training and content creation, and facilitated change initiatives with companies of various industries and sizes both domestic and international.

- Increased the effectiveness and efficiency of client transformation initiatives and change management communication.
- Maintained a 75% client success and retention rate with Agile, leadership, change management, and effective communication training and transformation initiatives for international and domestic teams.
- Led multiple large-scale Agile transformation initiatives, developed training and marketing content, conducted virtual and in-person training sessions, and designed customized coaching programs that improved employee engagement, talent retention, communication effectiveness, and team performance.
- Provided expert coaching and consultation to many international and domestic teams and leaders to identify and remove impediments to their Agile transformation, optimize communication, and increase stakeholder relations and business value.
- Served as project manager and led client communications on large-scale transformation accounts to successfully maintain documentation, and meet deliverables and deadlines, while staying within budget.
- Conducted discovery and business analysis initiatives, analyzed qualitative and quantitative data, and guided client teams in optimizing operations, Martech tools, project management frameworks, and cost-saving measures for enhanced efficiency and customer value.

## Corporate Communications & Marketing Manager

Red Devil, Inc. | August 2017 - February 2023

**Summary:** I led strategy development and execution for all creative projects, optimized Marcom operations, increased the effectiveness of internal communication, facilitated technical and non-technical change management initiatives, and improved stakeholder, vendor, and customer relations.

- Managed large-scale technical and non-technical change management projects, developed communication plans, and created content, including slide decks, graphics, videos, emails, blogs, and web content to increase the effectiveness of change management communication companywide.
- Coordinated with IT, Operations, and other key departments to develop and execute change management initiatives, stakeholder engagement, software training programs, process optimization, and technology adoption initiatives.
- Served as the lead data analyst who captured, organized, and analyzed data to create data-driven communications and present findings to teams, executives, and the Board of Directors.
- Served as the lead communication consultant and project manager for all change management initiatives including CRM adoption, ERP updates, companywide process updates, and initiatives resulting in a 100% project completion rate within scope, deadline, and budget.
- Received consistent commendations from the CEO for improving the effectiveness of internal communication, change management, and streamlining alignment between executives, vendors, stakeholders, and other key target audiences.
- Provided executive support, strategies, and recommendations to the CEO and Senior Leadership, leading to an appointment on the company's Board of Directors, where I manage all communications and operations.
- Established operational standards, communication procedures, and software training for all management, which enhanced communication and efficiency across departments.

## VP of Operations & Change Management / Diversity & Inclusion Consultant

Risha Grant LLC. | June 2010 - July 2017

**Summary:** I created D&I-related change initiatives by analyzing client businesses and crafting solutions, oversaw all marketing strategies and internal communications, developed effective training programs, and managed all employees, day-to-day operations, and partner, vendor, and client relations.

- Created and implemented project management, client relations, change management, and operational standards, including selecting effective operations and Martech tools, providing training, and facilitating account managers' development and progress, which resulted in a 10%+ increase in efficiency and effectiveness year-over-year.
- Developed and led large-scale D&I-focused change and communication initiatives as the Client Engagement Lead who captured quantitative & qualitative data, crafted insights and recommendations, and executed data-driven communications campaigns to engage diverse internal audiences, and oversaw projects to exceed expectations while ensuring scope, timeline, deliverables, and budget adherence, which resulted in a maintained a 98% client satisfaction rate.
- Served as a companywide marketing data analyst who captured data, conducted analysis, crafted insights, and strategy, created dashboards and reports, and delivered impactful presentations on client engagements and internal Marcom initiatives to clients and the CEO.
- Crafted tech-focused training and development programs that increased client education, engagement, and satisfaction and generated revenue.
- Developed and managed the corporate and CEO's personal brand, provided executive support, and served as a strategic thought partner for product development, operational optimization, and sales initiatives that consistently increased revenue.

## Education

**Master Of Arts: Communication & Leadership- Digital Media Strategies**

Gonzaga University

**Bachelor Of Arts: Journalism & Broadcasting- Public Relations & News Editorial Double Major**

Oklahoma State University