

ALICE McDERMOTT

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CAREER OBJECTIVE

To create communications for audiences ranging from C-level executives to consumers in a variety of media. I'm an inquisitive learner with a strategic mind so no topic is off limits. Communicating your concepts is my specialty.

EXPERIENCE

Aeropostale, Inc., Lyndhurst, NJ

June 2016 to May 2020

Project Manager for IT Store Systems

- Managed strategic projects to upgrade 500+ locations for software and hardware.
- Upgraded store systems on a regular basis from development to user testing to implementation. Coordinate the upgrade efforts with other IT areas as well as other business units as needed. Created all documentation for end users.
- Provided high level and executive summaries for cross functional initiatives for technical and non-technical audiences. Reported directly to the CIO.
- Managed vendor relationships including external helpdesk, hardware vendors, software vendors, technical and utility service providers. Created and maintained Knowledge Base for support vendors.
- Was responsible for day-to-day support escalations. Provided hands-on troubleshooting and issue resolution. Worked with technicians, analysts, and users for ticket follow up.

Director of Store Communications

2012 to June 2016

- Maintained big picture communication schedule with attention to peak business needs. Developed Back-To-School and Holiday communication strategies to capitalize on increased business. Copy edited guides and booklets.
- Responsible for implementation of IT and Operations initiatives. Store Operations advocate for technological upgrades such as new webmail software, enhanced POS rollout, and iPad/iPod device rollouts. Operations initiatives included focus on customer conversion, email capture goals, and refocusing staff to a selling culture.
- Oversaw communications staff of 6 assistant managers and managers. Develop their skills and career growth. Experienced with recruiting, interviewing, and hiring. Managed objectives, responsibilities, and day-to-day tasks.
- Excellent Excel skills used for reporting, data organization, and sales tools.

Communications Manager

2007 to 2012

- Wrote and edited daily and weekly communication to over 1,000 stores across 3 brands.
- Created Policy & Procedures as well as user guides, instruction manuals, and employee handbooks.
- Managed content for all facets of storeline intranet site, Aeronet, for all divisions.
- Was responsible for over 125 storeline sales contests yearly including concept, creative, reporting, and prize fulfillment.

Barnes & Noble Booksellers, Store Operations, New York, NY

2006 to 2007

Communications Consultant

- Published daily information via company-wide intranet and e-mails. Coordinated, imported, and updated online merchandising tool on a daily basis.
- Produced a monthly publication, *The Book Report*, from design to distribution.
- Proofread daily, weekly, and monthly communication at various stages in the publishing process.
- Completed special projects such as rewriting the *Café Encyclopedia*, creating a departmental style guide and seasonal changeover guides.

Bed Bath & Beyond, Corporate Store Operations, Union NJ

1999 to 2006

Communications Content Manager

- Wrote, edited, and published a weekly internal communication bulletin.
- Managed portals of intranet site by populating information for user-friendly functions.
- Maintained and revised three Policy & Procedure manuals on a regular basis.
- Coordinated special projects pertaining to seasonal campaigns, rollouts, guides, presentations with various corporate support departments.
- Produced reports and analyzed task data for workload planning for retail employees.
- Oversaw 50 district personnel nationwide and their compliance of company procedures.

EDUCATION

William Paterson University, Wayne, NJ

B.A. Communication, Major: Journalism Minor: English (writing)

QUALIFICATIONS

Proficient in: OneNote, Word, Excel, PowerPoint, Publisher, Outlook, Visio, Sharepoint, Photoshop, Dreamweaver, Adobe Suite, Lotus Notes

Basic knowledge of: HTML, APIs

Reference tools: Microsoft Writing Style Guide (Microsoft Manual of Style), AP Stylebook, The Chicago Manual of Style

Social Media savvy; active on: Instagram, Facebook, Twitter, Pinterest, LinkedIn, YouTube, Snapchat