

# ALISON S. KURTZMAN

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Strategic communications leader with 10+ years of experience spanning internal employee engagement, executive messaging, and external content and brand programs. Proven partner to C-suite leaders, HR, and cross-functional teams, with deep expertise in storytelling, editorial strategy, live events, and digital communications. Background in broadcast journalism brings exceptional judgment, clarity under pressure, and a strong editorial lens.

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## PROFESSIONAL EXPERIENCE

### KAPLAN, INC. — New York, NY

**Senior Communications Manager** | Jan 2023 – July 2026

**Communications Manager** | Aug 2019 – Jan 2023

- Serve as a strategic advisor to senior leadership and HR partners, translating business priorities into clear, actionable internal communications campaigns.
- Conceptualize, plan, write, and produce quarterly company-wide live events and leadership town halls, partnering with production and technology teams to deliver high-quality digital experiences.
- Ghostwrite thought leadership content for named senior leaders, including a biweekly external newsletter reaching thousands of subscribers; manage editorial planning and own the full content calendar from sourcing to publication.
- Lead internal storytelling initiatives that reinforce company culture, values, and employee experience.
- Partner closely with HR on sensitive and high-impact employee communications, including organizational updates and change initiatives.
- Own editorial planning and content strategy for the company's corporate LinkedIn, running regular planning meetings, coordinating contributors, and publishing content across channels.
- Produce and lead communications teams at major conferences, company-wide events, annual KEF gala, and award programs.
- Coordinate publicity and internal storytelling for Kaplan Educational Foundation initiatives, strengthening employee connection to CSR efforts.
- Research, apply for, and promote awards, amplifying recognition internally and externally.
- Recruit, mentor, and manage two annual communications interns, overseeing their day-to-day work and professional development across writing, content, and event projects.

### i24NEWS — New York, NY

**Senior Coordinating / Field Producer** | May 2018 – Aug 2019

**Senior Producer / Field Producer** | Jan 2017 – May 2018

- Led editorial planning and execution for breaking news, long-form programming, and major live events including the State of the Union and UN General Assembly.
- Advised anchors, reporters, and producers on story framing, messaging, and execution in a fast-paced newsroom environment.

- Coordinated cross-functional teams across New York, Washington, DC, Tel Aviv, and Paris.
- Managed complex logistics, budgets, and production schedules for live and remote broadcasts.
- Played a key role in the successful launch of the network in 2017.

## FOX BUSINESS NETWORK — New York, NY

**Segment Producer / Booking Producer** | Sep 2013 – Jan 2017

- Identified and developed stories aligned with business priorities and audience interests.
- Wrote and produced live segments, booked high-profile guests, and supported shows from the control room.
- Crafted breaking news banners and ensured editorial accuracy under tight deadlines.
- Supported show-level social media efforts to extend reach and engagement.

## WXXA FOX 23 / WTEN 10 ABC — Albany, NY

**Producer** | May 2012 – Aug 2013

- Planned and produced daily newscasts, including story selection, scripting, timing, and social media integration.

## FREELANCE & ADDITIONAL EXPERIENCE

**Freelance Writer & Content Producer** | Oct 2013-Dec 2022 - Various Clients, New York, NY

- Created press releases, scripts, blogs, and digital content for PR, media, and AI-focused marketing companies.
- Developed and managed web and social media content using CMS platforms
- Produced short-form narrative and educational videos, from concept through execution.

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## VOLUNTEER LEADERSHIP

**Marketing & Communications Director** — Royal Star Theatre, Queens, NY | Jan 2019 – Present

- Lead marketing, communications, and audience engagement strategy for biannual productions.
- Develop creative promotional campaigns, fundraising initiatives, and community outreach.

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## TOOLS & TECHNOLOGY

Microsoft Office Suite | AI Tools (Claude, ChatGPT, Gemini) | ElevenLabs | CMS Platforms | Digital Event Platforms | Social & Collaboration Tools | Video Editing (Premiere) | Basic HTML | Canva | Budgeting & Analytics | Cision | Spanish (A2 level)

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## EDUCATION & CREDENTIALS

**Graduate Certificate, Industrial/Organizational Psychology**

Purdue Global University, 2022 (GPA: 4.0)

**B.S., Broadcast Journalism & Psychology (Dual Major)**

Syracuse University, S.I. Newhouse School of Public Communications

Graduated *summa cum laude* (GPA: 3.87)