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Top Skills

Crisis Management

Creative Ideation

Key Performance Indicators

Certifications

2023 Best of District V Awards

Annessa Morley

Strategic Planning/Integrated marcom campaigns/Internal comms/
Team leadership

Detroit Metropolitan Area

Summary

An innovative leader in strategic communications planning and execution with demonstrated success in Marcom campaigns, branding, and reputation management for complex organizations. Developer of high performing, goal-oriented, diverse teams that drive innovative and effective marketing and communications strategies tied to organizational goals.

Core Competencies:

Strategic Planning

Team Leadership

Performance Marketing

Key Performance Indicators

Integrated Marketing

Internal Communications

Public Relations

Media Relations

Storytelling

Content Strategy

Publications

Technology integration

Board of Directors/Non-profit Management

Donor Stewardship

Email: Annessac@gmail.com

Experience

Community Choice Credit Union

AVP Marketing Engagement & Communications

July 2024 - Present (8 months)

Stryker

Corporate Communications Consultant

January 2024 - January 2025 (1 year 1 month)

Focus on strategic communications for global audience including employees, sales force and vendors. Assist with global employee communications including weekly newsletter, product releases and announcements.

Responsible for editorial planning, scheduling and writing.

Advise and strategize with global security team on special projects including pilot, launch and comms plan for new global security command center and employee notification program.

Wayne State University

9 years 10 months

Executive Director WSU Alumni Association; Sr. Director of Alumni Relations

April 2014 - January 2024 (9 years 10 months)

Detroit

As the Executive Director of the WSU Alumni Association and the Senior Director of Alumni Relations, I built and led a multi-disciplinary team in the strategic planning, creation, delivery, and maintenance of a comprehensive suite of alumni programs, communications, services, and volunteer opportunities meant to enhance philanthropic support and engagement for a body of more than 300,000 alumni. I also served as Executive Director and Treasurer of the WSU Alumni Association, managing all budgetary operations of separate 501 (c)(3) association and governance of volunteer Board of Directors.

Magazine Publisher/Executive Editor

April 2014 - January 2024 (9 years 10 months)

Leveraged my expertise in storytelling, content strategy, and publications as the Publisher and Executive Editor of Wayne State Magazine, showcasing the achievements, research, and impact of the university and its alumni. Under my leadership, the magazine won multiple CASE Gold Awards at the regional and international levels.

CASE Awards History

2023 Gold Best Alumni Magazine, CASE Circle of Excellence Awards (international)

2023 Gold Best Alumni Magazine, CASE Best of District V Awards

2022 Gold Best Alumni Magazine, CASE Best of District V Awards

2022 Gold Best Alumni Magazine, CASE Circle of Excellence Awards (international)

2021 Gold Best Alumni Magazine, CASE Circle of Excellence Awards
(International)
2019 Bronze Best Alumni Magazine, CASE Circle of Excellence Awards
(International)
2018 Silver Best Alumni Magazine, CASE Circle of Excellence Awards
(International)

Washtenaw Community College

Executive Director of Marketing and Public Relations

June 2012 - April 2014 (1 year 11 months)

Ann Arbor, MI

Led all marketing and public relations strategies including: recruitment, enrollment and retention management, brand visibility, website, social media, publications, media relations and internal communications.

Created and managed all advertising campaign, including digital, radio and outdoor.

Chief strategist for all internal and external communications.

Detroit Medical Center

Director of Marketing

December 2002 - June 2012 (9 years 7 months)

Ten years of leadership in corporate healthcare marketing with agency-client structure.

Develop detailed strategic plans to boost market share for individual service lines, hospitals, physician group, as well as advance corporate image/brand management.

Education

Michigan State University

MFA, Advertising · (1994 - 1997)

Wayne State University

BA, Journalism · (1986 - 1990)