



Alison S. Cohen

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## Professional Summary

In January 2020, I successfully transitioned my extensive counseling expertise to become an integral part of HR in a fast-growing global tech startup. My non-traditional background brings unique strengths in operations streamlining, comprehensive onboarding and offboarding processes, and strategic HRBP capabilities, all informed by extensive experience in conflict resolution and supporting individuals through complex transitions.

## Professional Experience

### Senior People Experience Business Partner Storyblok GmbH, Austria

Nov 2023 - July 2025

- Provided strategic coaching and advising for all levels of leadership in the Product division
- Supported team members with employee relations topics
- Created policies for new UK and US entities
- Utilized data from engagement surveys to propose actions to increase team member morale and improve day-to-day experiences

### People Experience Partner Storyblok GmbH, Austria

Nov 2021 - Oct 2023

- Retooled existing People processes to handle growth from 50 team members to 150 team members
- Created new People processes and policies such as Relocation, Maternity, Parental Leave, Long-Term Leave, Infringement & Grievance
- Engaged with EOR partners to address labor law issues and concerns
- Handled all aspects of the team member lifecycle for five different employment types for team members in over 45 different countries

### Executive Assistant to CEO and VP of Operations Storyblok GmbH, Austria

Jan 2020 - Oct 2021

- Managed expenses and purchasing for an international, hyper-growth software startup
- Developed and implemented onboarding processes for new hires
- Delivered corporate culture initiatives to encourage employee connectedness
- Created foundational company processes such as Code of Conduct, Onboarding, Offboarding, Time Off

### 🌐 Career transition and international move

From school counseling in California to a Tech HR career in Austria after family relocation

## School Counseling Positions

As a school counselor across various districts, I provided comprehensive student support including:

- Counseled students with emotional and substance abuse challenges, acting as primary crisis manager for complex conflicts
- Scheduled all students in appropriate courses for graduation and directed seniors toward college admission requirements
- Conducted student assessment tests for both state and district, providing valuable legal guidance as union representative
- Facilitated conflict mediation, anger management groups, and family meetings based on individual student needs

**School Counselor** Mt. Diablo Unified School District, California

Aug 2015 - Jun 2019

**School Counselor** Miller Creek Middle School, California

Aug 2004 - Feb 2007

**School Counselor** Mt. Eden High School, California

Aug 2002 - Jun 2004

**Conflict Mediation Counselor/At-Risk Counselor** Campbell Union High School District, California

Aug 2000 - Jun 2002



**Maternity Leave / Stay at Home Mom**

Feb 2007 - Jul 2014

## Early Career Experience

Administrative Coordinator, University of San Francisco, California (1998-2000)

## Core Competencies

• Crisis Intervention & Conflict Resolution

• Employee Relations & Workplace Investigations

• Global Operations & Cultural Integration

• Process Development & Change Management

## Education & Certifications

**Master of Arts in Education: Counseling and Student Personnel**

SAN JOSE STATE UNIVERSITY, 2000  
Pupil Personnel Services Credential

**Bachelor of Arts: Liberal Studies**

SAN FRANCISCO STATE UNIVERSITY, 1996