



Alison S. Cohen

📍 Vienna, Austria ✉ me@alison.red 📞 +4367762900590

## Professional Summary

In January 2020, I transitioned from counseling to HR at a fast-growing global tech startup. My counseling background provided strong competencies in conflict resolution, crisis management, and stakeholder guidance. In this role, I developed expertise in operations optimization, employee lifecycle management, and strategic HR business partnering.

## 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