

As a bilingual (Spanish) strategist, my main focus is to develop and deliver multi-channel B2B and B2C communication and digital marketing plans to reach diverse audiences.

EXPERIENCE:

Senior Communications Specialist

NRG Energy

July 2025 - Present

- Develop and execute strategic communication plans and media storylines that generated 2.5B+ media impressions and 238 placements in Q4 2025.
- Write and edit press releases, media advisories, executive talking points, pitches, and thought leadership content, resulting in 98% positive media sentiment.
- Achieve 100% message pull-through across earned media coverage by ensuring consistent messaging and strong alignment with brand narrative.
- Strengthen brand visibility against competitors by contributing to 49% Share of Voice in Texas within the highly competitive retail energy market.
- Support strategic partnerships, including GoodLeap and SunRun, generating 57.7M impressions and 23 media placements.
- Lead communications strategy for community engagement initiatives, including Meals on Wheels partnerships, Wesley Community Center support, and holiday giving campaigns, contributing to 98% of Q4 impressions tied to sponsorship and community impact stories.
- Collaborate cross-functionally with marketing, brand, legal, and external agency partners to deliver integrated PR campaigns aligned with business priorities.
- Manage agency relationships and oversee the development of PR deliverables to ensure consistency in messaging, tone, and quality.

PR & Social Media Manager

NMI

March 2024 to August 2024

- Increased corporate social media impressions by 130% to 2.3 million within the first 2 months.
- Day-to-day management of PR agency, which resulted in 28 fintech media placements, 14 tier 1 features and 9 thought leadership articles.
- Execute go-to-market strategies for product launches and updates.
- Plan, develop, and implement PR and social media campaigns aligning with SaaS and Fintech marketing goals.
- Collaborate with cross-functional teams to develop partner enablement materials.
- Identify opportunities for proactive PR and social activities, including support for topical news stories.
- Develop campaigns that drive brand awareness, acquisition, and revenue growth.
- Manage submission of C-suite speaker proposals, product reviews, and awards.
- Successfully launched the employee social media advocacy pilot program with a 100% adoption success rate and a \$350,000 publicity value.

MadelinePALvarez@gmail.com

Houston, TX 77003

832.421.5145

M a d e l i n e
A l v a r e z

Social Media Manager

Insperity

October 2022 to March 2024

- Assisted in executing the company's organic social media strategy, which resulted in 40% growth year over year.
- Staff lead for employee advocacy program (ReadyForSocial) with 1,000 users and over 1.5 million impressions.
- Developed and executed new video campaigns and promotions for products and services.
- Staff lead for the launch of the company's first influencer marketing program.
- Work with internal partners across the organization to ensure messaging and content are aligned with national strategy while remaining localized.
- Managed social media profiles and monthly content calendars for 3 C-Suite executives.
- Assisted in creating content and strategy initiatives for 5 social media profiles with over 162,000 total followers.
- Oversee the design, development, and execution of innovative social media campaigns, including the summary of tracking and reporting campaign results.
- Create and execute social media strategies and content creation for on-site and virtual events.

Founder/CEO

Bazile Creative, Digital Marketing Firm

October 2021 to Present

Founded in 2021, Bazile Creative's mission is to serve small to medium organizations specifically focusing on BIPOC communities, women's health, and non-profits to strengthen brand reputation and increase recognition through digital marketing. Our strategy is built on collaboration, clear vision, and integrity. Our company is a minority woman-owned business dedicated to working with clients who share our core values.

Marketing & Communications Manager

Midtown Management District

August 2018 to February 2022

- Responsible for maintaining brand strategies, brand guidelines, social media channels and email campaigns.
- Managed community engagement on social media platforms and "talked back" to the audience.
- Champion storytelling to highlight key projects to drive community engagement to attract developers.
- Responsible for developing and implementing a comprehensive and strategic communication plan in Spanish and English.
- Assisted in creating innovative, culturally diverse, and exceptional content on social media channels to promote tourism.
- Managed website content, digital assets, events calendar, and contact database.
- Created a voice and tone for the brand that built trust, community, and connections.

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Director of Communications, Youth Market (TX, WY, OK, ARK., NM, CO)

American Heart Association (AHA), Houston, TX

October 2016 to April 2018

- Conduct market research to identify trends and use this information to inform marketing strategies.
- Responsible for discovering, interviewing, and pitching inspiring stories of heart disease survivors.
- Supervised the design of marketing collateral such as brochures, newsletters, and social graphics.
- Developed press strategies to pitch and place stories across several mediums in the SW region.
- Drafted talking points and prepped volunteers for TV appearances/media interviews.
- Collaborate across teams to optimize channel performance, audience engagement, and conversions.

Marketing Coordinator/Manager (Americas Division)

American Bureau of Shipping (ABS), Houston, TX

August 2013 to September 2016

- Implemented B2B strategic marketing plans for markets in the U.S., Latin America and Canada.
- Managed 20+ marketing events for key stakeholders throughout the year.
- Identified strategic advertisement opportunities to build ABS visibility globally.
- Partnered with executive leadership to acquire international sponsors for galas and regional events.
- Analyzed audience and event data to build effective marketing campaigns.
- Streamlined marketing processes between headquarters, global divisions and subsidiaries.
- Facilitated the planning of trade show participation, and liaised with organizers and contractors.

Marketing Software Experience

- CMS
- Data Analytics
- CRM
- ReadyForSocial (Employee Advocacy Program)
- Adobe
- Paid Social Advertising
- MS Suite
- Grass Valley NewsEdit/ Aurora Edit HD
- Airtable
- Email Marketing (Constant Contact and MailChimp)
- AI
- Social Media Content Management (Sprinklr, Hootsuite, Loomly, Sprout Social etc.)
- Sharepoint

Marketing Software Experience

Personal Portfolio

Digital Marketing Firm

EDUCATION: Bachelor's in Corporate Communications
University of Houston-Downtown