

Allie Breyer, MPA

(SHE/HER) | SR. COMMUNICATIONS CONSULTANT

612-414-1987 

allie.breyer@gmail.com 

alliebreyer.com 

linkedin.com/in/alliebreyer 

Accomplished and creative communications professional with a proven track record of excellence in strategic and crisis communications, project management, and public outreach. Dedicated to improving public interaction with government by employing transparent, compelling, authentic, and inclusive communication strategies.

PORTFOLIO

Writing & design samples can be found at alliebreyer.com

EXPERTISE

- Public-facing communications
- Interpersonal communications
- Plain language & accessibility
- Crisis communications
- Public speaking
- Teaching & course design
- Media relations
- Digital & email marketing
- Program management
- Volunteer management
- Web design & maintenance
- Public engagement
- Coalition building

TECHNOLOGY

- Adobe Suite
- Canva
- Asana / Trello
- Microsoft Office
- Google Suite
- Mailchimp
- Constant Contact
- Survey Monkey
- Facebook
- Twitter
- Instagram
- TikTok
- Hootsuite
- WordPress and CMS

KEY ACCOMPLISHMENTS

Sept
2023

PUBLIC INFORMATION OFFICER – I-405 HIGHWAY CLOSURES

Supported public communications for three major I-405 closures and served as PIO for final summer closure. Boosted awareness through press, social media, and partnerships. Achieved **1,086,772** social media views, **22,061** interactions, **108,445** webpage views, and **28** news reports and interviews over the summer.

Sept
2022

CAMPAIGN DEVELOPMENT & IMPLEMENTATION – FACING SUICIDE VT

Served as the communications lead for Facing Suicide VT, a CDC-funded statewide prevention effort to help Vermonters access suicide prevention resources and support. Ensured messaging was research-based, reduced stigma, and centered people with lived experience.

In the first month alone, the new website was viewed **4,600** times, and the "Real Stories" videos were viewed **37,000** times. Social media content reached **159,176** people (about 25% of VT's population).

Mar
2020
to
Aug
2021

CRISIS COMMUNICATIONS – COVID-19 RESPONSE

Played a pivotal role on the Crisis & Emergency Risk Communications (CERC) team for Vermont's nationally recognized COVID-19 response by co-leading a two-person social media team. Achieved **18,000-follower growth** across Facebook, Twitter, and Instagram.

WORK EXPERIENCE

Senior Associate

Envirolssues

April 2024 – Current

- Serve as a communications consultant for Envirolssues (EI). EI consults on a variety of projects related to transportation, economic development, sustainability, natural resources, construction, and infrastructure.

Adjunct Professor – Media, Society, and Communication

Castleton University

February 2023 – Current

- Foster an inquiry-based learning environment that promotes active student participation in co-creating the educational experience.
- After the first time instructing the course, received overwhelmingly positive feedback from students, with remarks such as "**You truly have such a knack for this**" and "**major asset to Castleton's MBA program,**" demonstrating a high level of student satisfaction and appreciation.

EDUCATION

UNIVERSITY OF OREGON

Eugene, OR
Sept 2013 - June 2015

Master of Public Administration

Focus Areas:

- Community Planning
- Environmental Policy

UNIVERSITY OF MINNESOTA

Minneapolis, MN
Sept 2008 - May 2011

Bachelor of Arts

Major: Global Studies
Minor: Horticulture

Study Abroad:
Venezuela, May 2010

LEADERSHIP

SAUDIA LAMONT FOR VT HOUSE REPRESENTATIVE

Campaign Manager
July - Nov 2022

NEW LEADERS COUNCIL

2022 Fellow
Nov 2021 - June 2022

VERMONT AGENCY OF HUMAN SERVICES

Leadership Academy Fellow
Policy Research: Building Organizational Resilience
Sept 2020 - May 2021

EMERGE VERMONT

Bootcamp Participant
March 2020

NEW LEADERSHIP OREGON

Women Leadership Training Participant
June 2015

OXFAM AMERICA ACTION CORPS LEADERSHIP

TRAINING, WASHINGTON D.C.
Action Corps Leader
May 2011

Senior Communications Consultant

PRR - Washington Department of Transportation

March 2023 - March 2024

- Oversaw construction communications and outreach for **two complex multimodal highway improvement projects**.
- Ensured seamless project information dissemination to diverse partners, including government agencies, municipalities, and community members

Division Information (Communications) Director

Division of Emergency Preparedness, Response, & Injury Prevention

Vermont Department of Health

October 2020 - April 2023

- Developed and crafted communication materials, including digital content, campaigns, press releases, webpages, and presentations for key audiences, focusing on plain language and accessibility standards.
- Managed the vulnerable road users grant-funded program, promoting pedestrian and cyclist safety and tackling systemic issues through effective grant management, partnerships, education, and outreach..

HIGHLIGHT: Spearheaded innovative Be Bright at Night Pilot Program with Vermont MRC. Successfully raised road safety awareness and distributed **3,000** personal reflectors at **22** events, resulting in **700** conversations.

Waste Prevention Analyst

Waste Prevention and Green Building Program - City of Eugene

January 2016 - April 2019

- Created high-quality written materials such as press releases, communication plans, analytic reports, and presentations for internal and external audiences, including Eugene City Council.
- Directed 8-10 community outreach events annually, including complex community repair events with over **200** attendees, **40** volunteers, program interns, and community partners.

HIGHLIGHT: Built the curbside composting program framework and implemented the program in 2016. About **2,000** residential households participated, providing valuable feedback for the 2019 citywide launch.

VOLUNTEER AND COMMUNITY INVOLVEMENT

Graphic Design Volunteer Lead

WTS Puget Sound Board

September 2023 - Current

Volunteer Communications Lead

Moms Demand Action Vermont

November 2021 - April 2023

Leadership Committee

Rights and Democracy Vermont

August 2021 - April 2023

Youth Mentor

Mentor Connector

November 2019 - April 2023

AWARDS

Crisis & Emergency Risk Communications Team Award
Public Service Recognition Award
State of Vermont (Sept 2022)

Curbside Food Waste Collection & Fix-it Fair Program Recognition
"Shot Put" Award
City of Eugene (Oct 2017)