

Alyssa Corcoran

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Executive Profile

Senior Level Communications and Public Relations Executive

Communications leader and strategist, with 20 years of experience. Proven record in business, trade and consumer press. Accomplished in crisis communications, strategic press plans and executive media training.

Professional Experience

NBCUniversal, New York, NY

Senior Vice President, Corporate Communications 2003-2013

- Served as the primary communications lead for the preeminent media company's content deals across multichannel video programming distributors, the Internet, wireless and set-top devices for cable networks that include USA, Syfy, CNBC, Bravo, MSNBC and Oxygen, as well as the Olympic Games.
- Developed and managed all internal and external communications efforts for a multi-billion-dollar content portfolio.
- Led press outreach for key-deal announcements, disputes, TV Everywhere roll-out and marketing initiatives, resulting in impactful press coverage in *The New York Times*, *The Wall Street Journal*, the *Los Angeles Times* and industry trade publications.
- Media trained executives and created strategic briefing materials to ensure positive press coverage supporting the company's goals.
- Orchestrated press and client events, including major events with talent from entertainment to news including Maroon 5, the Kardashians, Hoda Kotb, Brian Williams and more.
- Spearheaded internal communications and town-hall meetings, and identified and prepped leadership for high level industry opportunities.
- Oversaw and drafted award submissions for executives, marketing and communications.

TechTV, San Francisco, CA

Senior Director, Corporate Communications 2000-2003

- Oversaw the company's media relations, marketing and events divisions both domestically and internationally.
- Formulated and executed internal and external communications for all divisions of the company, including programming, distribution, advertising sales, business development and international.
- Created and implemented the company's first national advertising campaign.

Turner Broadcasting, Atlanta, GA

Director, Media Relations 1994-2000

- Led the press efforts for the affiliate sales team for Turner's cable networks, including CNN, TBS, TNT, Cartoon Network, Turner Classic Movies, CNN International, CNN en Espanol, Boomerang and Turner South.
- Spearheaded the press outreach for the launch of CNN/SI and was a part of the team that launched CNNfn.

Awards and Recognitions

- Awarded PR Executive of the Year by *CableFax: The Magazine* in 2012
- Named Best PR Professional by *CableFAX: The Magazine* numerous times
- Selected as one of the Top 100 People in Cable by *CableFAX Magazine* in 2004
- Selected and participated in NBC Universal's Leadership Mentoring Program

Professional Organizations

- Women in Cable & Telecommunications (WICT)
- Cable Telecommunications Marketing Association (CTAM)
- Elected and served as the president of the Silicon Valley/Pacific Northwest Chapter of CTAM
- Served as a board member of the Association of Cable Communicators (ACC)

Education

Southern Methodist University, Dallas, TX, Bachelor of Arts in Communications