ALYSSA CURRAN

Public Relations and Corporate Communications Portfolio

Media relations, strategic writing, executive communications and reputation-focused storytelling.

15+	PR	C-SUITE	MULTI
years in communications	media strategy and pitching	executive counsel	channel campaigns

Selected PR and corporate communications work

Best Choice Roofing | 2026

Nashville, Tennessee • 320.434.3295 • Arabun1@gmail.com

linkedin.com/in/alyssa-curran-117315a8

Public relations and corporate communications

I develop credible stories, clear executive messages and integrated communications that help organizations earn attention, explain complex issues and protect trust. My background spans media relations, public-facing content, executive counsel, issues communications, employee engagement and change.

PROFESSIONAL PROFILE Public relations and corporate communications professional with 15+ years of experience translating complex business, insurance and employee topics into timely, audience-centered stories. Experienced in media pitching, earned coverage, executive preparation, issue framing, external content, internal communications and cross-functional campaign leadership.

MEDIA RELATIONS

News judgment, story development, targeted pitching, contributed content and earned-media coordination.

STRATEGIC WRITING

Press materials, articles, executive messaging, web content, campaigns and audience-specific copy.

ISSUES & REPUTATION

Sensitive topics, organizational change, crisis response, stakeholder context and message discipline.

EXECUTIVE COMMUNICATIONS

Narrative development, talking points, media preparation, Q&A strategy and senior-leader counsel.

CORPORATE COMMUNICATIONS

Integrated external and internal campaigns across email, web, social, events and employee channels.

MEASUREMENT

Coverage quality, message pull-through, audience behavior, participation data and continuous improvement.

CURRENT SCOPE Lead corporate and employee communications for a fast-moving organization of approximately 1,800 employees across more than 70 corporate branches and a franchise network. Partner with executive leadership, HR, IT, Sales, Production, Marketing, Training and field operations.

CHANNEL PORTFOLIO Gmail, SMS, GroupMe, digital signage, employee newsletter, newsroom/intranet, HRIS, learning systems, Zoom webinars and the employee Help Center.

Wildfire hardening discounts

A consumer-education campaign that translated a technical insurance program into a timely, useful story about resilience and potential savings.

CHALLENGE

Explain a new FAIR Plan mitigation program in a market shaped by affordability concerns, wildfire risk and intense public scrutiny.

AUDIENCE

California homeowners, commercial policyholders, insurance brokers, local media and public-policy stakeholders.

PR OBJECTIVE

Build awareness of up to 12 available discounts and show policyholders which concrete property improvements could help them qualify.

KEY MESSAGE

Wildfire mitigation can strengthen a property and may reduce the wildfire portion of a FAIR Plan premium.

TACTICS

Develop consumer-friendly source content, create a clear news hook, coordinate targeted outreach and support publication-ready educational material.

MY ROLE

Translated program details into accessible language, shaped the pitch angle, coordinated with PR partners and supported media outreach.

MEDIA RESULTS

Coverage in the San Lorenzo Valley Post and Five Bays Insurance Agency, extending the message through local-news and insurance channels.

IMPACT

Made a complex discount structure easier to understand and connected organizational messaging to practical actions consumers could take.

Campaign connection View the San Lorenzo Valley Post placement

Best Choice Roofing names Jim Cohen chairman and chief executive officer

An enterprise leadership announcement demonstrating clear structure, business context, executive positioning and stakeholder continuity.

FOR IMMEDIATE RELEASE

BEST CHOICE ROOFING NAMES JIM COHEN CHAIRMAN AND CHIEF EXECUTIVE OFFICER

Longtime field leader will guide the company's next chapter alongside MC Credit Partners

GOODLETTSVILLE, Tenn. — September 3, 2026 — Best Choice Roofing today announced that Jim Cohen has been named chairman of the board and chief executive officer. The appointment comes as MC Credit Partners becomes the company's investment partner, marking a new chapter for the residential roofing organization.

Cohen brings a field-first perspective and a deep understanding of the business. He began his BCR career as a franchise owner and later advanced into divisional leadership, working closely with teams across the company's national footprint.

"BCR has always been built by people who believe in the opportunity to change lives," Cohen said. "I know what this company can accomplish because I have experienced it from the field forward. My focus is on listening to our teams, strengthening execution and building the next chapter together."

MC Credit Partners brings familiarity with BCR's core business and confidence in the organization's long-term opportunity. The company's mission, customer commitment and focus on its people remain unchanged.

In the weeks ahead, Cohen will connect with field and corporate teams to share his priorities, hear feedback and outline the company's path forward.

ABOUT BEST CHOICE ROOFING

Best Choice Roofing is a residential roofing company serving homeowners through a national network of corporate and franchise locations.

Media contact Alyssa Curran | Arabun1@gmail.com | 320.434.3295

MEDIA PITCH

Wildfire resilience with a consumer payoff

A consumer-focused pitch developed from the outreach strategy behind published California FAIR Plan coverage.

SUBJECT California homeowners can now earn up to 12 wildfire hardening discounts

Hi [Reporter Name],

California homeowners facing limited insurance options now have a practical way to reduce wildfire risk and potentially lower the wildfire portion of their FAIR Plan premium.

For policies effective November 15, 2025 or later, FAIR Plan customers may qualify for up to 12 discounts tied to defensible space, home-hardening improvements and community preparedness. Dwelling Fire policyholders who earn all available discounts could save up to 16.4% on the wildfire portion of their premium.

This could be a useful service story for homeowners who want to understand which improvements count, how the discounts work and where to begin. I can provide a plain-language breakdown, supporting program information and access to a subject-matter expert.

Would this be a fit for your coverage?

Best,
Alyssa

RESULT The consumer angle appeared in the San Lorenzo Valley Post and was extended through Five Bays Insurance Agency’s educational coverage.

San Lorenzo Valley Post article • Five Bays Insurance Agency article

Selected placements and recognition

Five representative results from California FAIR Plan and Paradigm Group work. Reach figures were not available, so results are stated without estimated impressions.

SAN LORENZO VALLEY POST

California FAIR Plan Now Offers Wildfire Hardening Discounts for Homeowners

MY ROLE Source messaging and pitch development

PITCH ANGLE A practical savings story tied to wildfire resilience

RESULT Published consumer feature

FIVE BAYS INSURANCE AGENCY

California FAIR Plan Wildfire Hardening Discounts

MY ROLE Source content and outreach support

PITCH ANGLE How policyholders can qualify and act

RESULT Published insurance explainer

HEFFERNAN INSURANCE BROKERS

What Newsom's New Laws Mean for the California FAIR Plan

MY ROLE Policy messaging and media coordination

PITCH ANGLE What complex reforms mean for consumers

RESULT Published legislative explainer

NASHVILLE BUSINESS JOURNAL

Meet Nashville's Healthiest Employers

MY ROLE Award narrative and employer-brand storytelling

PITCH ANGLE Workplace wellness as culture and business strategy

RESULT Regional employer recognition

NASHVILLE BUSINESS JOURNAL

Best Places to Work Paradigm Group

MY ROLE Award submission and company positioning

PITCH ANGLE Flexibility culture and employee experience

RESULT Regional workplace recognition

EARNED MEDIA

Paradigm Group coverage archive

Additional employer-brand, workplace and company-profile coverage from my Paradigm tenure, plus one legacy recognition included for context.

Meet Nashville's Healthiest Employers

Nashville Business Journal | October 26, 2018

Employer-brand and award storytelling focused on employee well-being.

Best Places to Work Paradigm Group

Nashville Business Journal | April 15, 2016

Workplace-culture positioning tied to benefits, HR and retirement expertise.

Best Places to Work Paradigm Group

Nashville Business Journal | April 24, 2015

Employee flexibility and control over when, where and how work was performed.

Healthiest Employers Paradigm Group

Nashville Business Journal | August 21, 2015

Workplace wellness paired with the firm's benefits and HR subject-matter expertise.

Paradigm Group Keeps House in Order to Better Serve Clients

Nashville Business Journal | June 15, 2012

A favorable profile of the firm's growth, culture and fresh approach to client service.

No. 10 Paradigm Group

Outside | April 13, 2010

National recognition for flexibility, wellness, work-life balance and community involvement. This item predates my tenure and is included as legacy employer-brand context.

OFFICIAL THIRD PARTY VALIDATION Governor Newsom FAIR Plan reforms • California Department of Insurance expansion

Leadership transition interview preparation

An anonymized briefing framework created to prepare a newly appointed chairman and CEO for a high-visibility employee interview following an ownership transition.

COMMUNICATIONS OBJECTIVE Introduce the leader as credible, accessible and field-informed while reinforcing continuity, acknowledging uncertainty and setting expectations for the next chapter.

CORE MESSAGE The company's mission and commitment to employees and customers remain consistent; leadership is focused on listening, disciplined execution and long-term opportunity.	**PROOF POINTS** Career progression from franchise ownership to divisional leadership; direct field experience; established relationships across the organization; investment partner familiarity with the business.
TONE Confident but not overpromising. Personal, specific and grounded in the experience of field and corporate teams.	**AVOID** Speculation about unannounced decisions, unsupported financial claims, dismissing employee concerns or implying immediate answers where review is still underway.

ANTICIPATED QUESTIONS

- What does it mean to serve as both chairman and CEO?
- What did you learn from owning and operating a franchise?
- Why is this the right partnership for the company now?
- What will remain consistent, and where do you see opportunity to improve?
- How will you connect with employees and rebuild confidence during the transition?
- What should teams expect from you in the first 90 days?

Service disruption and stakeholder trust

An anonymized sample showing how I would communicate during a high-impact insurance-system outage when users need speed, accuracy and realistic expectations.

SITUATION	AUDIENCE
A core policy-administration system became temporarily unavailable, disrupting time-sensitive transactions.	Brokers, internal service teams and affected policyholders.
TIMING	**REPUTATIONAL CONSIDERATIONS**
Initial notice as soon as impact was confirmed, followed by scheduled updates and a resolution message.	Acknowledge impact without speculating about cause; avoid unsupported restoration times; provide workarounds; maintain one source of truth.

INITIAL STAKEHOLDER UPDATE

We are experiencing a service disruption affecting access to portions of our policy system. Our technology teams are actively working to restore service. We recognize that brokers and policyholders rely on these tools for time-sensitive transactions, and we apologize for the disruption. We will provide the next update by [time], even if restoration work is still underway.

MEDIA HOLDING STATEMENT

We are addressing a temporary technology issue affecting access to certain policy services. Our teams are working with urgency to restore full functionality and support affected customers and brokers. We will share additional information as it is confirmed.

Details have been anonymized to protect confidential operational information.

THOUGHT LEADERSHIP

Wildfire hardening can lower risk and premiums

An educational article based on California FAIR Plan program messaging and the consumer-focused story developed for media outreach.

For California homeowners in wildfire-prone communities, mitigation is often discussed as a safety measure. It can also be a financial strategy.

The California FAIR Plan's wildfire-hardening discount program gives policyholders a clearer connection between risk-reduction work and insurance costs. Eligible Dwelling Fire and Commercial customers can qualify for individual discounts based on the condition of the property, the materials used around the structure and broader community preparedness.

The opportunity is practical because it breaks a large challenge into specific actions. Clearing combustible material from around a home, improving defensible space, using noncombustible materials and strengthening vulnerable parts of a structure can reduce the chance that embers or flames reach the building.

Policyholders should begin by documenting the measures already in place and speaking with a licensed broker about eligibility. Because discounts apply to the wildfire portion of the premium and may require inspection, accurate documentation matters.

No single improvement eliminates wildfire risk. Together, however, home hardening and community preparedness can make properties more resilient—and give consumers a meaningful way to participate in their own risk reduction.

Related placement California FAIR Plan Now Offers Wildfire Hardening Discounts for Homeowners

Leadership transition stakeholder package

One internal sample retained because it demonstrates reputation management across an ownership change, CEO appointment and high employee interest.

CONTEXT A fast-moving, multi-location organization announced a new investment partner and appointed a longtime field leader as chairman and CEO. Employees needed clarity about what was changing, what would remain consistent and how leadership would engage with them.

STAKEHOLDER ANNOUNCEMENT

A concise enterprise message introduced the new CEO, explained his progression from franchise owner to divisional leader and positioned the transition around continuity and opportunity.

CEO INTERVIEW

A structured video interview helped employees understand the leader's background, priorities, view of the investment partnership and connection to the company's culture.

EXECUTIVE PREPARATION

Talking points and anticipated questions helped leadership address uncertainty without overpromising or introducing speculation.

CHANNEL CASCADE

Email, SMS, newsletter, video and leader reinforcement carried one consistent narrative to corporate and field audiences.

WHY IT SUPPORTS PR

Leadership transitions shape employer reputation as well as external perception. This package shows how I align executive voice, stakeholder trust and message consistency before a narrative moves beyond the organization.

SAMPLE ANNOUNCEMENT

Jim Cohen knows our business, our people and what makes BCR special. As chairman and CEO, he will bring a field-informed perspective to the company's next chapter while working with MC Credit Partners to build on BCR's mission and long-term opportunity.

EXPERIENCE LENS

A career in communications and reputation

My PR and corporate communications experience spans insurance, employee benefits, financial services, professional services and multi-location organizations.

Best Choice Roofing

Senior Internal Communications Manager | 2026–Present

Corporate and employee communications, executive counsel, sensitive change communications, live events, leadership messaging and multi-channel strategy for a distributed workforce.

California FAIR Plan Association

Communications Manager | 2025–2026

Public relations and high-stakes communications in a regulated insurance environment, including media pitching, public education, catastrophe-related messaging, policy updates and operational issues.

OneDigital

Marketing Manager → Internal Communications Manager | 2019–2025

Corporate communications within benefits and financial services, including executive communications, events, change initiatives, thought leadership, campaigns and cross-functional partnership.

Paradigm Group

Marketing Specialist → Marketing Manager | 2011–2019

Integrated marketing and PR, media pitching, award submissions, executive consultation, content development and sustained earned coverage in local and industry media.

Tools & platforms

Google Workspace • Microsoft 365 • SharePoint • Zoom Webinars • Cerkl • Appspace • WordPress • Squarespace • HubSpot • Salesforce Marketing Cloud • Smartsheet • Power BI • Canva • Adobe Creative Suite • Google Analytics • Sprout Social • TalentLMS

Certification: Prosci Change Management

HOW I WORK

PR judgment with corporate communications range

1

Find the real story

I look beyond the announcement to identify the audience tension, public value, timely hook and proof points that make a story relevant.

2

Make complexity clear

I translate legislation, insurance, benefits and business change into language audiences can understand without sacrificing accuracy.

3

Prepare the spokesperson

I build messages, anticipated questions, bridging points and supporting evidence so leaders can communicate with confidence.

4

Connect external and internal

I align media, web, executive and employee communications so stakeholders receive one credible narrative across channels.

5

Measure what matters

I evaluate placement quality, message pull-through, audience behavior and feedback—not coverage volume alone.

Clear stories. Credible voices. Communications that earn trust.

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Portfolio content is presented at a high level to protect confidential company information.