

Alexandra King

Communications leader with 12+ years of experience building and scaling communications and analyst relations functions for B2B SaaS and technology companies, from high-growth private companies to public enterprises. Shapes category and corporate narrative, drives executive visibility, and has led communications through 10+ acquisitions and quarterly earnings at 3 public companies.

CORE SKILLS

CORPORATE
COMMUNICATIONS
MEDIA RELATIONS
EXECUTIVE VISIBILITY
THOUGHT LEADERSHIP
ANALYST RELATIONS
PUBLIC COMPANY & EARNINGS
CRISIS & ISSUES COMMS
M&A COMMUNICATIONS
INTERNAL COMMUNICATIONS
EXECUTIVE SPEAKING
PROGRAMS
AGENCY MANAGEMENT
BRAND & REBRANDING
CATEGORY CREATION
AI-ENABLED
COMMUNICATIONS

AI TOOLS

CLAUDE ENTERPRISE
GEMINI ENTERPRISE
CHATGPT

EDUCATION

PROJECT MANAGEMENT &
ORGANIZATIONAL
COMMUNICATION
Master of Science
Northeastern University

ENGLISH COMMUNICATIONS
Bachelor of Arts
University of Massachusetts

CONTACT

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DIRECTOR, COMMUNICATIONS & ANALYST RELATIONS FULLSTORY

2023 – Present

Venture-backed behavioral data and analytics company (\$100M+ ARR, 400+ employees). Joined the Marketing Leadership Team to build the Communications and Analyst Relations functions.

- Built Communications and Analyst Relations from the ground up, including PR agency selection, onboarding, executive media training, and reporting infrastructure.
- Lead media relations strategy across proactive storytelling and reactive response, securing coverage in Fortune, Forbes, Fast Company, CIO, and key trade and new-media outlets.
- Drive executive visibility for the CEO, President, CFO, and CPTO through media strategy, bylines, LinkedIn thought leadership, and speaking programs at conferences, events, and podcasts.
- Run the analyst relations program with Gartner and Forrester, securing Fullstory's first-ever participation in a major analyst evaluation.
- Lead corporate and internal communications for announcements, M&A, company kickoffs, all-hands, and issues and crisis response.
- Built AI workflows and skills for media monitoring, executive prep and visibility, reporting, drafting, and message testing, saving 10+ hours per week; shape earned media strategy to influence how Fullstory appears in AI and LLM search (AEO/GEO).

DIRECTOR, GLOBAL BRAND & CORPORATE MARKETING VELOCITY GLOBAL

2022 – 2023

Venture-backed global employment and HR tech platform, now Pebl (\$100M+ ARR, ~500 employees). Led Global Corporate Marketing, including the Communications, Content, Blog, and Social teams, and built the Brand Marketing function.

- Partnered with 20+ cross-functional teams and 5 agencies, including Red Antler, on a company-wide rebrand across internal and external channels.
- Directed sponsorship and thought leadership programs with NPR, The New York Times, Fortune, TechCrunch, and SXSW, earning coverage in CNBC and Forbes and reaching 2M+ C-suite decision makers.
- Launched executive thought leadership and third-party research programs with Qualtrics and Harvard Business Review.

RAPID7

2018 – 2022

Sr. Manager, Global Brand Programs 2021–2022 · Sr. Manager, Communications 2021 · Manager, Communications 2018–2021

Nasdaq-listed cybersecurity company (\$700M+ ARR, 2,500+ employees). Promoted twice; final role managed Global Communications and Brand Marketing across the corporate and employer brand, 6 products, 3 managed services, and research.

- Built the industry analyst relations function, entered every business line into major evaluations, and moved each into a Leader position in Gartner Magic Quadrants, Forrester Waves, and IDC MarketScapes.
- Partnered with Investor Relations on quarterly earnings communications, aligning press materials, executive messaging, and internal communications with each release.
- Developed and executed communications plans for 3 product launches and 6 acquisitions, and a brand refresh rolled out to 2,000+ employees.
- Partnered with InfoSec, Customer Marketing, People Strategy, and Investor Relations on incident and crisis communications.

INFLUENCER RELATIONS MANAGER

2017 – 2018

CGI

Global IT and business consulting firm listed on the NYSE and TSX (\$10B+ revenue, 75,000+ employees).

- Managed influencer relations across media and industry analysts and supported quarterly earnings communications.

PTC

2014 – 2017

Corporate Communications Manager 2016–2017 · Corporate Communications Specialist 2014–2016

Nasdaq-listed industrial software company (\$1B+ revenue, 7,000+ employees). Promoted to own North American communications and serve as chief of staff to the VP of Corporate Communications' global team of 20+.

- Led integrated external communications with media, analysts, and influencers through a growth period that included 5 acquisitions, and supported quarterly earnings communications with Investor Relations.
- Planned and hosted influencer programs for 100+ media and analysts, and created a weekly internal newsletter spanning 6 business units.