

Alyssa McDowell | Communications Strategist



Alyssa McDowell is the Communications Strategist for CHAD's Navigator program, leveraging her extensive background in marketing strategy, creation, and post-publication analysis. Previously, she worked as the Website Content Strategist at Hot Pink Ink, where she focused on website strategy, accessibility, and usability for South Dakota state-funded programs like Avoid Opioid SD, Good and Healthy South Dakota, Healthy South Dakota, Be Tobacco Free South Dakota, and For Baby's Sake.

Alyssa also worked for companies Curate Well Co. and Lemony, where she focused on storytelling in order to reach the intended audience for infographics, micro-sites, and the entire marketing wheel-house needed for a small business (social media, email marketing, advertising, etc.)

Outside of her CHAD work, Alyssa is a Meditation Practitioner/Teacher. She enjoys reading a multitude of subjects and learning about personal development and health strategies. She lives in South Dakota with her husband and two children.