

## Young Professionals: Alyssa Lai, a communicator connecting the world of nonprofits

Hamilton Spectator | Aug 30, 2015

**Name:** Alyssa Lai

**Age:** 25

**Position:** I work part-time in outreach, communications and community relations for Information Hamilton, Hamilton Children's Choir and Hamilton Community Foundation. I'm also a WordPress developer for local web and video production company New Motto Inc .

**Job description:** Working for many different organizations, I do a wide-range of tasks related to communications and public relations. They include: public education, workshops and event planning, social media management, graphic design, photography, media relations, web development and professional writing. Beyond tactical skills, I also work with colleagues to develop communication strategies underlying any communications tasks in the organization. In short, I combine strategy and skill in communications to further the organization's goals.

**Is this the job you thought you'd be doing?** I knew I wanted to pursue a job in communications and public relations. The nonprofit sector became a natural fit for me because I got to learn and do anything (and everything) related to communications. There is a myth that working in nonprofit isn't a "luxurious" and there is only volunteer work available. As a person, I find it rewarding to be working with and for the community I live in. As a young professional, working in nonprofit allows you to build and learn new skills. You become a better citizen and professional.

**Advice to others on launching a career:** Always seek to improve. Why? To quote Tom Peters, "We are the CEO of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You."

**Roots:** Newcomer. Born and raised in Malaysia, came to Hamilton for school in 2008, and stayed on ever since.

**Twitter handle:** @alyssaglai

**iPhone, Android or BB?** iPhone. It is due to my affinity for Apple products (I own a MacBook Pro and an iPad). When you go Mac, you can't go back.

**Recent Tweet or FB update:** Do what you say you're going to do (by when you say you're going to do it)" — #QOTD by @AskAManager

**Networks:** Vice chair of Hamilton HIVE and executive member of young professional groups Global Hamilton Connect and Hamilton Media Guild.

**Favourite restaurant in the downtown:** I don't usually eat out, but when I do, I enjoy a big hot bowl of pho at Nations.

**Best feature of life in Hamilton:** The downtown lifestyle. I love how downtown Hamilton is a hub for the arts, culture and emerging businesses. Its proximity to nature as well as its grittiness makes living and working in downtown very real. I get to experience what Hamilton really is.

**What would make Hamilton a better city:** The presence and contributions of young professionals and newcomers in Hamilton. Fostering our future leaders and attracting international talent are both critical for Hamilton to thrive and move forward — together.

**Contact:** alyssaglai.com

**quote:** The city is a blank canvas for you. Start painting your future here.



*Born and raised in Malaysia, young professional Alyssa Lai came to Hamilton for school in 2008 and ended up staying.*