



Alison S. Cohen

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Professional Summary

In January 2020, I transitioned from counseling to HR at a fast-growing global tech startup. My counseling background provided strong competencies in conflict resolution, crisis management, and stakeholder guidance. In this role, I developed expertise in operations optimization, employee lifecycle management, and strategic HR business partnering.

Professional Experience

Senior People Experience Business Partner Storyblok GmbH, Austria

Nov 2023 - July 2025

- Provided strategic coaching and advising for all levels of leadership in the Product division
- Supported team members with employee relations topics
- Created policies for new UK and US entities
- Utilized data from engagement surveys to propose actions to increase team member morale and improve day-to-day experiences

People Experience Partner Storyblok GmbH, Austria

Nov 2021 - Oct 2023

- Retooled existing People processes to handle growth from 50 team members to 150 team members
- Created new People processes and policies such as Relocation, Maternity, Parental Leave, Long-Term Leave, Infringement & Grievance
- Engaged with EOR partners to address labor law issues and concerns
- Handled all aspects of the team member lifecycle for five different employment types for team members in over 45 different countries

Executive Assistant to CEO and VP of Operations Storyblok GmbH, Austria

Jan 2020 - Oct 2021

- Managed expenses and purchasing for an international, hyper-growth software startup
- Developed and implemented onboarding processes for new hires
- Delivered corporate culture initiatives to encourage employee connectedness
- Created foundational company processes such as Code of Conduct, Onboarding, Offboarding, Time Off

Career transition and international move

From school counseling in California to a Tech HR career in Austria after family relocation

School Counseling Positions

As a school counselor across various districts, I provided comprehensive student support including conflict resolution, crisis management, academic guidance, and family support services

School Counselor Mt. Diablo Unified School District, California

Aug 2015 - Jun 2019

School Counselor Miller Creek Middle School, California

Aug 2004 - Feb 2007

School Counselor Mt. Eden High School, California

Aug 2002 - Jun 2004

At-risk Counselor Campbell Union High School District, California

Aug 2000 - Jun 2002

Maternity Leave / Stay at Home Mom

Feb 2007 - Jul 2014

Early Career Experience

Administrative Coordinator, University of San Francisco, California (1998-2000)

Core Competencies

• Crisis Intervention & Conflict Resolution

• Employee Relations & Workplace Investigations

• Global Operations & Cultural Integration

• Process Development & Change Management

Education & Certifications

Master of Arts in Education: Counseling and Student Personnel

SAN JOSE STATE UNIVERSITY, 2000

Pupil Personnel Services Credential

Bachelor of Arts: Liberal Studies

SAN FRANCISCO STATE UNIVERSITY, 1996