

ALEX WEST

New York, New York

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WORK EXPERIENCE

TigerBeat Media

Editorial Intern - New York, NY — Fall 2019

- Created content including listicles, essays, news, and quizzes
- Assisted with conducting interviews and completing transcriptions
- Assisted with filming and staging IGTV content
- Spearheaded new content initiative with a focus on impact pieces

Weird Sister Records

Social Media Manager — May 2021 - Present

- Develops content strategy across multiple platforms
- Strategizes creative promotions and executes ad budgets complete with concrete deliverables

Permanent Press Media

Publicity Intern - New York, NY — Fall 2020

- Researched artist media and publicity trends and streamlined headlines into databases, formatted for easy distribution to team
- Aided with strategic press coverage and media placements for client roster

#Strella Social Media

Creative Director — Spring 2018 - Present

- Leads creative initiatives for a variety of brands and influencers
- Develops strategic partnerships with key stakeholders in a variety of industries
- Launches continuous social media campaigns to increase brand awareness

Desk Assistant

Pace University — Fall 2018 - Spring 2021

- Managed office tasks for professional staff including phone logs, mail, calendars, scheduling, and more
- Coordinated and supported general meetings and navigated inter-team communication

EDUCATION

New York University,
Graduate School of Arts and Science
New York, New York
Pursuing degree in American Journalism

Pace University,
Dyson College of Arts and Science
New York, New York
Class of 2021, Magna Cum Laude
B.A.- Communications and Political Science

SKILLS

Diversity, Equity, and Inclusion Badge

Social and Behavioral Research Cert.

Written and Verbal Communication

Public Speaking, Presentation

Interpersonal Collaborative Skills

Strategic Influencer Partnerships

Social Media Marketing

Event Production

Editing (Grammar, Proofreading)

CMS Experience

Strategic Thinker

Detailed Note Taking

Database Management

Data Analysis (STATA & FRED)

BYLINES

Tiger Beat | SweetHigh | The New Nine

All Punked Up | Music Mayhem Magazine