

# ALYSSA FISHER

## CONTACT

AlyssaLFisher@gmail.com  
954-816-6123

## PORTFOLIO

alyssafisher.journoportfolio.com

## SKILLS

AP Style, InDesign, Photoshop, Wordpress, Search Engine Optimization (SEO), major social media platforms, beginner Spanish

## HONORS/AWARDS

### 2018 Charlie Awards

Florida Magazine Association  
12 awards, including Best Overall Magazine and Best Writing

### 2016 Society of Professional Journalists Award

College of Journalism and Communications  
University of Florida

### 2014 Recipient Barbara Frye Scholarship

The Florida Capitol Press Corps

## REFERENCES

### Jane Eisner

Director of Academic Affairs  
Columbia University  
jane@jeisner.com  
646-784-7659

### Dan Friedman

Former Managing Editor  
The Forward  
dan@danfriedman.me  
646-468-4326

### Kevin Kaminski

Group Editor  
Lifestyle Media Group  
kkaminski@imgfl.com  
954-666-5317

### Bruce Andriatch

Features Editor  
The Buffalo News  
bandriatch@buffnews.com  
716-479-2572

## WORK EXPERIENCE

### The Forward - New York, NY

#### **News Writer, Audience Engagement Associate** | May 2018 - Feb. 2020

- Pitched and wrote five to seven stories daily (reaching 2 million readers a month)
- Wrote copy; created subscription and donation campaigns; collected marketing data; and designed and created content for newsletters as Audience Engagement Associate (in addition to writing news, since February 2019)
- Balanced news writing with assisting editor-in-chief Jane Eisner (until February 2019)

### Bushwick Daily - Brooklyn, NY

#### **Contributor** | Feb. 2018 - Present

- Writes features and covers events for the daily neighborhood publication
- Hit 20,000 views in a week with Cannabidiol-infused coffee story (in Top 20)

### Lifestyle Media Group - Fort Lauderdale, FL

#### **Assistant Editor** | August 2016 - Jan. 2018

- Pitched and wrote news features and profiles on compelling South Florida residents
- Covered food, fashion, art, health and travel for each of the nine regional magazines
- Spearheaded front-of-book redesign
- Produced content for new weekly newsletter
- Feature on the Elbo Room was most read and shared of 2017

### The Buffalo News - Buffalo, NY

#### **Features Intern** | June 2016 - August 2016

- Wrote daily news stories: crime, city events, local entertainment, food, obituaries
- Pitched community-centric stories, such as the city's burgeoning acroyoga scene
- Reported on Hurricane Irma from Florida (Sept. 10 and 11, 2017)

### Gainesville Sun, Ocala Star-Banner - Gainesville, FL

#### **Correspondent** | Jan. 2016 - June 2016

- Reported, wrote, shot video and took photos on local news and events

### Gainesville Magazine - Gainesville, FL

#### **Correspondent** | Sept. 2013 - May 2016

- Conceptualized, organized, styled and wrote each fashion spread
- Wrote features and listicles on local people, events

#### **Editorial Intern** | June 2013 - August 2013

### The Independent Florida Alligator - Gainesville, FL

#### **Editor-in-Chief** | August 2015 - Dec. 2015

- Pitched, assigned and wrote stories; led all departments within the daily student-run newspaper
- Established Feature Friday: weekly in-depth or investigative story
- Created new user-friendly website design

#### **University Editor** | Jan. 2015 - May 2015

#### **Staff Writer** | August 2014 - Dec. 2014

- Covered the 12th presidential search and profiled the elected candidate as the administration beat writer

### ELLE Magazine - New York, NY

#### **Features Intern** | June 2015 - August 2015

## EDUCATION

**Bachelor of Science, Journalism - University of Florida** | May 2016