

# ALEX WEST

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## WORK EXPERIENCE

### *American Media Council*

Outreach Coordinator via Charles Koch Institute — Spring 2019

- Researched, developed, and executed a data management system to track, identify, and engage with key stakeholders
- Collaborated with leadership on engagement plans for outreach to media outlets

### *TigerBeat Media*

Editorial Intern - New York, NY — Fall 2019

- Created content including listicles, essays, news, and quizzes
- Assisted with conducting interviews and completing transcriptions

### *Girls' Life Magazine*

Editorial Intern — Fall 2019

- Pitched and created content including listicles, essays, news, and quizzes

### *#Strella Social Media*

Creative Director — Spring 2018 - Present

- Produces and plans content for business accounts to brand and market the company
- Strategizes alongside supervisors to manage social media campaigns for clients such as BYU Broadcasting

### *Cumulus Media*

Radio Promotions Intern - Harrisburg, PA — Summer 2018

- Coordinated events and scheduled promotional prizes for radio stations, hosts, and salespeople
- Represented Cumulus Media radio stations at various community and production events
- Developed and managed contact databases and guest lists

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## EDUCATION

*Pace University,  
Dyson College of Arts and Science*

New York, New York  
Class of 2021, Dean's List

Pursuing degrees in Political Science and  
Communications with a minor in Economics

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## SKILLS

Public Speaking, Presentation

Written and Verbal Communication

Editing (Grammar, Proofreading)

CMS Experience

Social Media Marketing

Event Production

Experience Conducting Interviews

Student and Community Outreach

Interpersonal Collaborative Skills

Database Management

Data Analysis (STATA & FRED)

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## AFFILIATIONS

Girl Scouts of the USA

Kappa Delta Sorority

Alpha Lambda Delta Honors Society

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