

# ALEX WEST

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## WORK EXPERIENCE

### *Entertainment and Showbiz Reporter*

The Mirror - New York, NY — June 2023 — Present

- Reports on television, movies, and music on a daily basis
- Interviews notable figures for key exclusives
- Attends major events such as concerts and awards shows to create engaging content for readership

### *Freelance Evening Editorial Assistant*

Distractify - New York, NY — March 2023 — Present

- Coordinates with freelance writers to assign nightly stories
- Edits and publishes content throughout the evening
- Prepares television content proactively for immediate updates

### *Resident Copywriter*

Vayner3 (VaynerX) - New York, NY — March 2023 — June 2023

- Drafted presentation decks for client pitches and meetings
- Ideated big picture marketing strategies that incorporates the power of Web3
- Wrote content to be shared across Vayner3 social media

### *Digital Content Writer*

Spine Media - New York, NY — Feb - Sept 2022

- Wrote engaging content to be published to over four different websites
- Created SEO rich content to rank higher on search engines

### *Creative Social Media Manager*

Strella Social Media — May 2018 - Feb 2022

- Managed a team by hosting monthly meetings, collaborating, and delegating responsibilities
- Created organic content for clients that drove engagement
- Launched creative and unique campaigns to create community engagement

### *Editorial Intern*

TigerBeat - New York, NY — Fall 2019

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

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## EDUCATION

***Pace University,***  
***Dyson College of Arts and Science***  
Political Science and Communications  
Minor: Economics

***New York University,***  
***Graduate School of Arts and Science***  
American Journalism

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## SKILLS

Diversity, Equity, and Inclusion Badge

Editing (Grammar, Proofreading)

CMS Experience (Wordpress & Wix)

Social Media Marketing

Editorial & SEO

Community Outreach

Database Management

Press Releases

Conducting and Transcribing Interviews

Crisis Communication

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## CONTRACT WORK

### ***Weird Sister Records, 2022***

Social Media - Sug Daniels EP campaign

### ***Let's Not Be Strangers, 2022 - ongoing***

Publicist, variety of artists and campaigns

### ***Bylines***

The Mirror | Distractify | The Aquarian | The Click | SweetHigh | TigerBeat | All Punked Up