

Alexandra Sullivan

DIGITAL AND PRINT JOURNALIST

ABOUT ME

I am a motivated journalist with experience producing magazines and managing creative projects. I am actively seeking to apply my passion for writing, content creation and journalism in a professional setting.



CONTACT DETAILS

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<https://alexandra-sullivan.journoportfolio.com/>

EDUCATION SUMMARY

UNIVERSITY OF CENTRAL FLORIDA

DIGITAL AND PRINT JOURNALISM (BS)
GRADUATING IN MAY 2024

- Dean's List recipient, fall 2020 - present
- Director's Honor Roll, fall 2022
- Minor in Hospitality Management

EXPERIENCE

STRIKE MAGAZINE ORLANDO

AUG. 2020 - PRESENT

- Current Editor in Chief leading the Orlando chapter of Strike Magazine, the nation's largest student-run publication focusing on lifestyle, fashion and culture.
- Delegate tasks to creative, editorial and external teams to produce a bi-yearly magazine.
- Collaborate with the Creative Director to develop and execute creative concepts and photoshoot efforts utilizing Google slides and Google sheets.
- Develop and communicate deadlines.
- Ensure clean copy throughout the magazine.

CENTRIC MAGAZINE

DIGITAL DIRECTOR | AUG 2023 - PRESENT

- Upload articles to CMS and copyedit articles before publishing them.
- Write for print and digital publication.
- Design posts for and manage Centric Magazine Instagram page.

7HOLLYWOOD MAGAZINE

JOURNALIST | MAY 2023-PRESENT

- Pitch and write articles to be published on 7Hollywood.com and in print.
- Specialize in fashion, lifestyle, art, film, music and book content that relate to current trends.

KNIGHT STRATEGIC COMMUNICATIONS

ACCOUNT COORDINATOR | JAN. - MAY 2023

- Pitch clients to local, regional and national media outlets.
- Prepare multiple clients for media appearances.
- Conduct research and social media projects.
- Develop content for clients on social media via Canva.
- Proofread all agency communication.
- Attend meetings to brainstorm with the KSC team.

ORLANDO SENTINEL

AUG. - DEC. 2022

- Beat reporter for the city of Oviedo in partnership with the Orlando Sentinel and UCF.
- Covered news relevant to the city, government, police department, fire department and natural disasters.
- Broke a news story about a local marching band that led to the story being broadcast in a "Today" show segment.

CENTRAL FLORIDA LIFESTYLE MAGAZINE

EDITORIAL INTERN / EDITORIAL ASST. | MAY - SEPT. 2022

- Pitched and wrote articles for print and web in a timely manner utilizing AP Style.
- Checked spreads and proofread all articles before publication.
- Routinely uploaded 15-25 articles to WordPress.
- Optimized web traffic using SEO.

SKILLS AND ABILITIES

- Copy edit and proofread.
- Write in AP Style.
- Interview sources effectively.
- Photograph using a Canon EOS 77D.
- Experience with CMS / WordPress, Microsoft Office, InDesign, Adobe Photoshop, Adobe Premiere Pro, Powerpoint and Google Drive.
- Professional content creation experience on Instagram, Twitter, TikTok and Facebook.
- Experience maximizing SEO.

MEMBERSHIPS AND CONTRIBUTIONS

- Secretary of UCF Society of Professional Journalists, awarded "Campus Chapter of the Year Award" in 2022.
- Reporter at NSM Today.
- Social media ambassador for UCF.
- National Society of Leadership and Success member.
- NYX Cosmetics social media influencer and college ambassador through Youth Marketing Connection.
- The Community Paper contributor.
- Former Marketing Director and writer for Her Campus.
- Byline in Marie Claire.