

# Alex Battaglia

732-912-9412 · alexandrarose.battaglia@gmail.com · alexbattaglia.journoportfolio.com  
111 E 7th St. Apt. 25 New York, NY 10009

---

## PROFESSIONAL EXPERIENCE

**Afar Media | New York, NY**  
**Sales Coordinator**

**Jan. 2024 - Present**

- Report on revenue, pipeline, forecast, and team member performance using Microsoft Excel
- Represent the sales department while working with production to create quarterly issues of Afar Magazine
- Project manage barter campaigns through inception, activation, and reporting using Asana
- Create custom proposals on InDesign for sales reps based on client needs and budget
- Create and maintain the company's B2B database to improve open and click-through rates on emails
- Activate events for Afar and clients to boost awareness in the industry and maintain client relationships

**Eataly | New York, NY**  
**Digital Marketing Intern**

**June - Aug. 2022**

- Activated digital and in-person creative marketing campaigns for brand partnerships
- Wrote 15 sponsored articles for the digital magazine using brand media kits and creative
- Formatted and published the SEO-driven articles using the company's CMS, WordPress
- Wrote copy for 15 sponsored and branded newsletters about products and promotions
- Wrote over 50 product descriptions through extensive research to educate customers in-store and online
- Designed 10 posts for Facebook and Instagram using Adobe Photoshop and paired with SEO-driven copy

**NewsHouse | Syracuse, NY**  
**Lead Producer**

**Sept. 2022 - May 2023**

- Edited and published over four digital stories per week in the Entertainment section using WordPress
- Analyzed the performance of articles and social posts using Google Analytics
- Utilized SEO strategies to boost SERP rankings and clicks while driving traffic from multiple platforms
- Pitched over five stories every week to a team of more than 85 writers based on timely events
- Organized press passes for writers and photographers with venues and event managers

**Adirondack Sports Council | Lake Placid, NY**  
**Social Media Intern**

**Feb. 2023**

- Led the three-day takeover of the Empire State Winter Games' social media accounts during the event
- Photographed multiple sports using a Sony A-series camera and filed photos for social media and PR
- Produced original content for social media at the sports events to provide live score updates
- Formatted and wrote copy for posts at the on-site media center to reach fans and athletes immediately
- Created and organized promotional content for Empire State Winter Games to use throughout the year

**Mangia Toscano | Metuchen, NJ**  
**Server & Marketing Coordinator**

**May 2021 - Jan. 2024**

- Developed a deep knowledge of traditional Tuscan food to connect the company's ethos to customers
  - Ensured customer satisfaction through interpersonal skills and time management while triaging obstacles
  - Liaised between clients and management to plan 20+ events and design custom menus on InDesign
  - Trained over 10 new employees to learn the company standards, service, and expectations
- 

## EDUCATION

**Syracuse University, 3.7 GPA**

B.A. in Newspaper and Online Journalism, Minor in Information Management & Technology

---