# ALISON SNEAG

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## QUALIFICATIONS SUMMARY

Senior-level editorial and project manager for internal and external audiences with a background in content production for websites, social media, newsletters and press releases. Proven record of managing processes and coordinating with varied stakeholders, including reporters and cross-functional newsroom teams as well as media and event organizers, to translate complex topics into accessible, engaging content for diverse audiences. Seeking to leverage communications and project experience in a mission-driven space.

## WORK EXPERIENCE AND KEY ACCOMPLISHMENTS

**UCLA Strategic Communications (remote/Los Angeles, Calif.)**
**Newsroom Editor** December 2023 – July 2026

- Translated complex research into high-impact releases and deliverables for UCLA Newsroom, contributing to 226,000 total homepage visits per month
- Edited and published news stories, administration alerts and research briefs in collaboration with communications representatives from the university's departments and programs
- Teamed with department leadership, editors and communications officers to **ensure brand alignment,** connect initiatives and identify opportunities to expand storytelling and content visibility

**Los Angeles Times (remote)**
**Audience Engagement Editor** February 2022 – August 2023

- Developed and implemented strategic communications plans in service of Los Angeles Times **news articles, projects and stakeholders** (e.g., editorial calendars, FAQs, utility stories)
- **Internal communications:** Coordinated **employee communications channels**, in alignment with senior leadership, marketing and communications teams, during feature campaigns and breaking news. Developed strategic communications plans and identified marketing vehicles and SEO optimization that advanced Times articles, videos and messaging
- **External communications:** Crafted cross-team integrated **digital communications strategy** and publication planning, including social media campaigns, newsletters and visual assets meant to inform and engage current and potential subscribers, including an Associated Press Sports Editors award-nominated May 2022 package on Savannah Bananas baseball
- Generated an average of 95 purchased subscriptions for five of the top six highest subscribed-to sports stories in 2022 and averaged 44 subscriptions for 15 "subscriber only" planned stories in 2022-23 (newsroom average is 1-2 subscriptions per story)
- Collaborated with data analysts to understand the audience and its needs, and delivered data presentations with best practices takeaways for editorial teams ranging from 6-12 people
- Wrote shareline copy, reviewed, revised and published multimedia posts, and managed social media accounts (Twitter/X, Facebook, Instagram)

**The Athletic (remote)**
**Managing Editor, Motorsports** March 2019 – January 2022

- Planned, managed and executed editorial operations for the launch of The Athletic's motorsports vertical on May 22, 2019
- Managed daily operations, including content calendar, copy flow and deadlines; reviewed deliverables and provided regular, constructive feedback to three-person staff (and occasional

contributors), meeting with them and documenting their progress regularly, including midyear and year-end reviews
- Built and managed season-long travel **budget and expenses** for four-person team
- Edited and polished articles (including headlines, captions and link text), checking for accuracy, proper grammar, search engine optimization, appropriateness and style
- Conducted interviews, wrote features, blogs and breaking news stories on tight deadlines
- Led brainstorming sessions and assigned writers to develop unique feature-length stories
- Tracked and evaluated analytics to identify social media, programming and promotional marketing opportunities and strategies across audiences (current and potential subscribers)

**RACER.COM, Irvine, Calif.**
**Associate Editor** April 2016 – February 2019
- Wrote original motorsports news and sponsored content for three million annual users (2018)
- Primary copy editor for the book "IMSA: Celebrating 50 Years" (2018, IMSA/Racer Studio)
- Collaborated with reporters and edit team to develop and produce news on tight deadlines
- Compiled and edited the RACER Daily e-Bulletin newsletter

## CORE COMPETENCIES

- Team-inclusive, compassionate leadership
- Multi-channel internal communications
- Visual presentation programs (Canva, PowerPoint)
- Project management
- Writing/impactful storytelling
- Web content writing best practices
- Real-time data analytics
- HTML and related content management systems

## VOLUNTEER EXPERIENCE

**Seed Consulting Group,** Los Angeles, Calif. Chapter Spring 2024
**Consultant**
- Conducted market research for Water Wells for Africa, a Southern California-based nonprofit, which culminated in a six-minute oral presentation on fundraising campaign proposals and improvements in best practices

**National Blood Clot Alliance,** Boston, Mass. June 2013 – September 2018
**Walk to Stop the Clot Southern California primary event organizer, 2013, 2015 and 2017**
- Planned, organized and executed fundraising walks that raised a combined $20,000
- Enlisted volunteers and directed walk-day assignments
- Recruited sponsors and ensured visibility for their products and services

## EDUCATION

**UCLA EXTENSION**
SUSTAINABILITY STUDIES CERTIFICATE

**BOSTON UNIVERSITY,** Boston, MA
BACHELOR OF SCIENCE, BROADCAST JOURNALISM
LIBERAL ARTS CONCENTRATION: INTERNATIONAL RELATIONS