

ALISON SNEAG

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QUALIFICATIONS SUMMARY

Senior-level writer, manager and editor of content for websites, mobile, social media, newsletters, internal and external audiences. Proven track record of collaborating with reporters and producers across divisions as well as media and event organizers to produce compelling long-form and short-form content. Seeking a role where I can utilize these skills to produce borderless storytelling across multimedia platforms or in support of a brand or mission-driven organization.

WORK EXPERIENCE AND KEY ACCOMPLISHMENTS

LOS ANGELES TIMES, LOS ANGELES, CA

Audience Engagement Editor

February 2022 – July 2023

- Developed and executed audience growth strategies, guiding two dozen sports editors and reporters in optimizing story narratives, presentation, social media, SEO and headlines
- Led digital strategy and rollout planning for projects and features, including an Associated Press Sports Editors [award-nominated](#) May 2022 package on Savannah Bananas baseball
- Collaborated with data analysts to understand our audience and its needs, and delivered data presentations with takeaways for editorial teams of 6-12 people
- Experimented with storytelling techniques and visual elements, delivery method and audience platforms that built awareness of, promoted and advanced Times productions
- Produced multimedia posts and managed the Times' [social media](#) accounts ([Twitter](#), 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
- Conducted interviews, [wrote features](#), [live blogs](#) and breaking news headline stories
- Collaborated with and assigned writers to identify and develop unique feature-length stories from concept to line editing and publication, and published breaking news in real time
- Built and managed season-long travel budget and expenses for four-person team
- Tracked and studied metrics to identify social media, programming and promotional marketing opportunities and strategy across audiences (current and potential subscribers)
- Packaged stories for web and mobile, using photos/design, headlines and SEO best practices

RACER.COM, Irvine, CA

Associate Editor

April 2016 – February 2019

- Wrote original motorsports news and sponsored content for 3 million annual users (2018)
- Primary copy editor of the book "IMSA: Celebrating 50 Years" (2018, IMSA/Racer Studio)
- Partnered with reporters and edit team to develop and produce news on deadline
- Compiled the RACER Daily e-Bulletin newsletter

ESPN.COM, Los Angeles, CA

December 2012 – March 2016

General Editor, (promoted) April 2015 – March 2016

- Collaborated with beat reporters, sport editors and contributors nationwide to develop and advance 10-30 daily stories, ensuring timely processing of postgame content

NFL.COM, Los Angeles, CA

News Editor (concurrent with City News Service)

June 2010 – August 2011

- Wrote and published football-related news stories, blog posts and headlines
- Used Google Analytics to maintain homepage and encourage maximum page views

CITY NEWS SERVICE, Los Angeles, CA

News/Budget Editor

August 2005 – November 2012

- Compiled the daily budget, an editorial calendar of news and entertainment events
- Supervised filming and editing of video projects for LAX airport and select clients

ESPN INC., Bristol, CT

Level II Production Associate

January 2001 – September 2004

- Planned and coordinated interviews, filming and editing on location for "Dan's Diary," a daily :45-1:30 segment with IndyCar driver Dan Wheldon prior to the 2003 Indianapolis 500
- Researched, wrote scripts and produced daily pieces for studio shows (SportsCenter, RPM2Night)

CORE COMPETENCIES

- Team-inclusive, compassionate leadership
- Audience engagement
- Project management
- Digital activation
- Budget oversight
- Writing/impactful storytelling
- Line editing/copy editing
- Internal and external communication
- Digital best practices
- Real-time data analytics
- SEO (search engine optimization)
- Content management systems (CMS)
- Web-based video editing

EDUCATION

BOSTON UNIVERSITY, Boston, MA

BACHELOR OF SCIENCE, BROADCAST JOURNALISM

LIBERAL ARTS CONCENTRATION: INTERNATIONAL RELATIONS

VOLUNTEER EXPERIENCE

National Blood Clot Alliance, Boston, MA

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
- Ensured participants had an enjoyable experience with an accessible route, an upbeat atmosphere and a congenial finish-line setting