

Alex Johnson

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SUMMARY

Content creator and editor with over 10 years of experience in growth-driven B2B publishing, journalism, marketing, and the nonprofit publishing and grants. Conversant in content management systems, email marketing, blogging, and possessing a knack for writing entertaining and humorous copy. Proficient in both Chicago and Associated Press style manuals.

PROFESSIONAL EXPERIENCE

MUSEUMHACK.COM, New York, NY

Freelance Narrative Blogger (February 2018 – present)

- Freelance writer providing weekly, entertaining articles about unusual history. Editorial focus is on creating funny, poignant, and entertaining reads based on solid research. Conduct research and provide copy, images, and citations for all sources. Articles usually range from 800 to 2,000 words.

JOBS FOR THE FUTURE, Boston, MA

Editorial Consultant (January 2016 – present)

- In-house work as a contract-based editor and proofreader for a nonprofit organization; responsible for editing documents, including grants, reports, website copy, federal application forms, marketing materials, all manner of citations, and various other forms of communication using Chicago Manual of Style guidelines. Provided InDesign layout services as needed. Currently working for Jobs for the Future as a freelance editorial consultant.

NAVUT, Boston, MA

Contract Blogger (Spring/Summer 2016)

- Real estate blog writer for a several-month contract. Generated articles for the blog component of a Montreal-based real estate-market online aggregator. Wrote and edited content, conducted research, gathered and posted related media from third-party sources, and provided search engine optimization for each post, all within the HubSpot software platform.

EMPIRIX, Billerica, MA

Freelance Technical Copywriter (August 2015 – present)

- Technical copywriting for various telecommunications materials, including press releases, white papers, and website content. Turning subject matter experts' notes and interviews into compelling copy that engages clients.

CAPE BUSINESS PUBLISHING GROUP, Yarmouth, MA

Associate Editor/Web Manager (2005 – 2015)

- Project directed a monthly email newsletter with 1,000 subscribers, redesigning it into a twice-weekly newsletter, increasing subscriber base sevenfold, to over 7,000. This effort produced a 27 percent open rate, driving website and online publication traffic and increasing regular readership and brand awareness beyond the restraints of the monthly publication model.
- Team lead for all website content. Worked with local chambers of commerce and used email marketing to promote events, various sections in our print publications (data sections, infographics, book reviews and more); digitized our print publications; provided general tech support and performed basic graphic design, mitigating the company's spending on third-party design and IT services.
- Increased the company's standards for quality content by applying editorial skillset to a very small production

department, adhering to Associated Press style guidelines.

- Improved revenue for the company by helming side projects, such as guide books to nonprofits and custom publishing pieces for individual clients, including a first-of-its-kind *Around the Cape* guide for Kinlin Grover Real Estate.
- Wrote interview-based feature stories on various businesses and nonprofits, which produced the added benefit of establishing relationships between regional business leaders and the magazine both in terms of advertising and content contribution.
- As a member of the transition team, consolidated two local monthly magazines into one monthly issue covering a newly defined region which includes Cape Cod, Plymouth County, and the South Shore.

BOSTON GOONERS, Boston, MA

Blogger/satirist (2013 –2015)

Contributing writer to *One Club on Boylston*, a sports blog curated by the Boston Gooners, an accredited branch of Arsenal America. Wrote *The Onion*-style satirical news articles about soccer and soccer media. My column (“The WAT”) often spiked page-views and supplemented what was generally a news-oriented blog with satire. Contributed in a writer-at-large capacity, at the request of the organization’s chairman.

CAPE PROMOTIONAL PRODUCTS, Dennis, MA

Website Administrator (2006 – 2008)

Website administration and online catalog management; managed email marketing and promotions using Constant Contact; created illustrations for some clients to use for promotional clothing; copywriting.

COMPUTER SKILLS

Word, Excel, Adobe Acrobat, some Photoshop, Constant Contact, website content management systems, WordPress, Blogger, HubSpot, Microsoft Windows (XP, Vista, 7, 8, 10), social media applications (Facebook, Twitter, YouTube, Instagram, LinkedIn, and Flickr). General aptitude for troubleshooting hardware and software issues associated with Windows operating systems.

EDUCATION

Bachelor of Arts, May 2007 – Providence College – Providence, RI – Major in English

Relevant Course Work: Creative Writing in Fiction, Creative Writing in Poetry, Literary Criticism and Theory, Film Analysis and Criticism, Linguistics, Marketing, Management.

INTERESTS

Comedy and satirical writing (alone and with writing partners); satirical and editorial blogging; film and film criticism; historical research; study and practice of historical Italian fencing and martial arts; bass guitar; pen and ink drawing; recreational study of foreign languages and cultures; computer building; ravenous consumption of science and current events articles; human and animal psychology.