

# ALEXIS LYNN TUCKER

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## EXECUTIVE SUMMARY

Copywriter, content strategist, and journalist with over 10 years' experience in developing, editing, and producing business-to-consumer (B2C) and business-to-business (B2B) content. Acquires continuous understanding of emerging digital media trends to swiftly adapt to consumer desires for relevant, clear information. Possesses strong organizational skills to manage and meet demanding deadlines while balancing multiple projects simultaneously. Areas of expertise include:

- Content Creation
- Content Strategy
- Digital Media
- AI Content Tools
- Proofreading
- Audience Engagement
- Editorial Management
- Project Management
- Content Optimization

## EDUCATION / CERTIFICATION

**Bachelor of Arts Degree in English, Writing Emphasis** | Loyola Marymount University **2011 to 2015**  
Graduated *summa cum laude* as a recipient of the English Department's Program Scholar Award. Minored in Asian Pacific Studies with a concentration in Japanese and earned a Certificate in Journalism. Completed undergraduate thesis on the ethics of Japanese journalism.

## PROFESSIONAL EXPERIENCE

**GoGuardian | Remote** **2022 - Present**  
Education technology company producing a system of learning tools purpose-built for K-12, trusted by school leaders to promote effective teaching and equitable engagement while helping empower educators to keep students safer.

**Senior Content Marketing Manager** **2023 - Present**  
Played a pivotal role in shaping the company's narrative and positioning within the education technology landscape. Led the creation of compelling and insightful content to establish GoGuardian as a thought leader in the field. Championed strategic project management, ensuring the seamless execution of content initiatives that emphasized edtech innovation.

- Spearheaded and directed the collaborative efforts of the integrated content team, orchestrating the creation of impactful blogs, white papers, customer success stories, and newsletters. Played an integral part in the strategic consolidation of four distinct brands under a unified parent brand.
- Innovatively revitalized the customer success story program by infusing it with compelling storytelling, elevating its impact. Additionally, provided mentorship and coaching to team members, enhancing their interviewing techniques for greater effectiveness.
- Pioneered the implementation of a dynamic "publishing desk," fostering cross-team collaboration and garnering valuable insights.

**Senior Content Strategist** **2022 – 2023**  
Acquired a profound comprehension of the dynamic edtech landscape by conducting comprehensive research on competitors' content, strategically aligning approach to maintain a cutting-edge position. Implemented a transformative overhaul of the newsletter creation process, resulting in a flawless on-time send rate of 100%.

- Successfully managed cross-functional teams to execute content projects, ensuring timely delivery and high-quality output.
- Implemented efficient project management processes, resulting in streamlined workflows and increased productivity in content creation.
- Orchestrated and led comprehensive back-to-school content campaigns, driving awareness and adoption of GoGuardian's solutions among educators and school administrators.

- Implemented data-driven content optimizations based on back-to-school campaign performance metrics, ensuring continuous improvement and impact in subsequent years.

#### **Bobit Business Media | Remote**

**2015 - 2022**

Multimedia company that produces 23 print titles, 42 websites, 24 e-newsletters, and 20 in-person events that meet specific markets' need for knowledge, news, and networking.

#### **Senior Editor, Social Media Manager – Government Fleet, Work Truck, METRO Magazine**

**2020 - 2022**

B2B trade publications serving professionals who manage fleets of vehicles and equipment within municipalities, counties, states, and the federal government (Government Fleet); vocational fleets (Work Truck); and motorcoach fleets (METRO).

- Crafted articles that placed in the top 50% of the 10 most-read stories e-newsletter each week across five sister-brand websites 45+ times.
- Assembled a source pool of 70+ people in six months through writing profiles, in-depth articles, and tip compilations.
- Kept Government Fleet magazine running smoothly and error-free as its sole editor while managing editor was out for six months.

#### **Senior Editor, Social Media Manager – Luxury Coach and Transportation Magazine**

**2019 - 2020**

B2B trade publication serving the chauffeured and chartered transportation marketplace. Provided vital business advice on marketing, management and personnel issues, technology, maintenance, and other issues critical to an operator's success. Magazine and website acquired by Chauffeur Driven brand.

- Pivoted content direction during the COVID-19 pandemic to include comprehensive vehicle cleaning and vendor forgiveness program guide, leading to significant savings in time and money for audience.
- Launched monthly editorial webinar program to produce a new stream of digital revenue and adapt subject matter into articles and blog posts.

#### **Associate Editor – Luxury Coach and Transportation Magazine**

**2018 - 2019**

Applied knowledge of engagement analytics data to adjust content direction to meet educational needs of readers.

- Utilized knowledge of transportation and eSports industries to research and write multi-sourced piece that reached target audience as well as casual readers.
- Developed understanding of Google Analytics, Parse.ly, and Facebook publishing tools to enhance target audience engagement by 75%.

#### **Assistant Editor – Luxury Coach and Transportation Magazine**

**2016 - 2018**

Supported managing editor with print publication planning, created a more organized social media content strategy, and attended industry tradeshows and association meetings for coverage and networking opportunities.

- First full-time staff editor to successfully develop a steady stream of web-exclusive feature content, consisting of a weekly feature for digital newsletter and bi-weekly profile pieces.
- Promoted to Associate Editor due to story ideation capabilities and time-management skills beyond that of an entry-level editor.

#### **Editorial Assistant – Multiple Media Brands**

**2015 - 2016**

Contributed and edited articles, news items, blogs, presentations, and social media posts for a vast array of editors on a variety of topics ranging from electric vehicles to nail salons. Promoted to Luxury Coach and Transportation Magazine as main publication after four months.

- Eliminated critical error in sponsored article that could have hurt reputation with major advertiser worth \$10K.
- Collaborated with other writers to locate subject matter experts to interview, and built relationships with them to increase chance of quoting them in future pieces.
- Organized content deadlines using Microsoft Excel to ensure critical projects were thoroughly reviewed on time and met print and billing targets.