

ALAN LAGUARDIA

EDITOR CONTENT STRATEGIST

LAGUARDIA.ALAN@GMAIL.COM

916.718.0784

LAGUARDIA.ALAN.

JOURNOPORTFOLIO.COM

REFERENCES

Angelica Pappas

Director, Public Relations

Visit California

apappas@visitcalifornia.com

916.233.0255

Alex Weber

Senior Content Strategist

Los Angeles Times

alex.lweber@gmail.com

513.325.0700

ABOUT ME

Content ideation and production - Editing and reporting - Feature writing and copy editing - Project and team management - Web management and development - Photography and video creation with editing - Social media content and distribution - Email distribution and database management - High level of proficiency with all applicable and current programs and platforms

I enjoy tinkering and fixing things, Los Angeles in the spring and fall, creative writing pursuits, vintage pedal-start mopeds, eclectic and Mid Century Modern furnishings and architecture, and cooking, eating or dreaming about food.

EDUCATION

12/2002

B.A, ENGLISH LITERATURE, UNIVERSITY OF CALIFORNIA, DAVIS

EXPERIENCE

6/2017 - PRESENT

EDITOR, SPECIAL SECTIONS — LOS ANGELES TIMES

Overseeing all print special sections and branded content for the California Times Media Group, including a Las Vegas tourism magazine. Duties include article conception, editing, layout, feature writing, research, story upload and website management, client approval and assisting in sales goals, distribution and targeting.

5/2014 - 4/2016

CONTENT STRATEGIST — TRIBUNE CONTENT SERVICES

Editing, writing and project management for an eight-market branded content agency within Tribune Publishing. Duties included campaign conception and production, directing freelancers and making edits to ensure campaign goals.

5/2012 - 10/2013

COMMS. COORDINATOR — CALIFORNIA RESTAURANT ASSOCIATION

Creating web content for a full-service marcom department within a statewide trade association. Duties included creation and upload of written, photographic, and video materials and large-scale print projects. Other tasks included special event planning, branding, photography, video editing and voice-over.

11/2006 - 2/2011

ONLINE CONTENT DEVELOPER, THE SACRAMENTO BEE

Managing the website sacbee.com in a competitive breaking news market, focusing on state politics. Duties included CMS management, story placement, look and feel, social media and email distribution, video upload and photo galleries.