



ALEX WOLFE

Writer/Editor/Social Media/Graphic Designer/Podcaster



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Education

The College of New Jersey | Ewing, NJ
Bachelor of Arts in Journalism and Communications
Graduated May 2012

Raritan Valley Community College | Raritan, NJ
Associate of Arts in English
Graduated August 2010

Skills

Adobe InDesign, Illustrator, and Photoshop
An expert in InDesign, Illustrator, and Photoshop. Used all three in varying capacities from college through multiple jobs, most recently at the Daily Racing Form.

Social Media
Have maintained the social media presences for The Strickland, Locked On Knicks, and Posting and Toasting. Personal Twitter following is over 3,500 and growing.

Copy Editing
Well-versed copy editor using AP Style from time as Sports Editor of TCNJ's student newspaper in college all the way up to copy editing articles daily for The Strickland at present.

Copywriting
Have contributed freelance copywriting work, most recently writing clothing and sneaker descriptions for a major reseller.

Website management
Have handled posting articles, slideshows, etc. to various different website platforms, including WordPress, SquareSpace, and Drupal.

Experience

Editor-in-Chief

The Strickland | Remote | Aug. 2020-Present

Manage all operations of startup Knicks blog The Strickland, including site design, uploading and editing articles, coaching writers, graphics, social media, and more. Also write some articles on the site, and produce graphics in conjunction with one other graphic designer. Developed and implemented an ongoing launch and growth strategy.

Accomplishments:

- Launched in August 2020, accrued over 8,000 Twitter followers, and average about 40,000 page views a month
- Rapidly grew SEO presence in search engines with a subtle, yet effective, SEO strategy across the site

Podcast Host, Locked On Knicks

Locked On Podcast Network | Salt Lake City, UT/Remote | Dec. 2018-Present

Record, produce, and promote daily 20 minute to one hour long podcasts focused on the New York Knicks. Record and edit podcasts using Audacity, and post online to the Megaphone platform. Regularly book industry guests.

Accomplishments:

- Grew LOK audience over 100 percent year-over-year for most months in 2019, 2020, and 2021
- Was the voice of the Locked On Podcast Network's Indochino partnership in fall/winter 2019

Staff Writer and Social Media Manager

Posting and Toasting, SB Nation's New York Knicks blog | New York, NY/Remote | Feb. 2017-Present

Write a number of blog-style articles, usually breaking news pieces or game recaps about the Knicks, as well as occasional analytical or satirical pieces. Manage the Posting and Toasting Twitter page (@ptknicksblog). Copy edit articles daily.

Accomplishments:

- Doubled P&T's Twitter presence in four years, from 8,500 followers to over 17,000
- Recruited a talented staff of writers and revitalized P&T's Knicks coverage

Page Designer

Daily Racing Form | New York, NY | Sept. 2016-March 2019

Designed editorial pages for daily publication of DRF's national paper and "National Daily Reporter" supplement. Laid out daily newsletters "GamePlan" and "Clocker Report," weekly newsletter "Breeding Stakes," and weekly supplement "Saturday Stakes Preview." Laid out special full-color horse breeding and advertising supplements. Occasionally designed ads for print and online, as well as posted articles and slideshows online with Drupal.

Accomplishments:

- Produced the front page on the day of Triple Crown winner Justify's retirement
- Planned and laid out 50-plus page breeding supplements in two days
- Grew InDesign and Photoshop skills and ability to work on tight deadlines

Staff Writer

Sports Illustrated | New York, NY | Nov. 2019-August 2020

Reported Knicks games live at home and occasionally on the road, including a pregame story, game recap, and sidebar. Promoted stories on social media. Occasionally wrote breaking news pieces and blog-style road game recaps.

Accomplishments:

- Covered the Knicks against the Nets on the night of Kobe Bryant's tragic death