

## WORK EXPERIENCE

### Copywriter

Fríant, May 2019 to Present

- Creates and improves B2B copy for all platforms including emails, website, catalogs, handbooks, and social
- Helps film and edit video with my team
- Coordinates with product design and sales teams to enhance the company experience

### Editorial Intern

FitNFabs, May 2019 to August 2019

- Researched, reported, and interviewed experts and personalities in the areas of beauty, fitness, and wellness
- Revamped and wrote content for the blog and quarterly print issue magazine

### Staff Writer & Reporter

Golden Gate Xpress, January 2019 to August 2019

- Arranged and developed interviews to get the most accurate content for all stories
- Produced podcasts and videos to tell stories in different ways
- Utilized AP style writing skills to produce at least one story a week

### Social Media & Public Outreach Intern

Meals on Wheels of Alameda County, September 2017 to December 2017

- Managed and created content for all social platforms including Facebook, Instagram, and Twitter
- Integrated my organizational skills to help set up events alongside my team

## EDUCATION

### San Francisco State University

Bachelor of Arts in Journalism, 2019

- With a concentration in print & online
- Minored in Labor Studies
- Lifestyle & culture writer, 2019, The Golden Gate Xpress

### Diablo Valley College

Associates of Arts in Journalism, 2017-2018

- Features writer, 2017-2018, The Inquirer



# ALEXANDRA LEE

## COPYWRITER

### PROFILE SUMMARY

I am an experienced writer with a background in copywriting as well as online marketing and social media management. I hope to explore and engage with a company that has a strong sense of diversity, aligns with my values, tests my creativity, and encourages innovational experiences.

### SKILLS & INTERESTS

I am proficient in copywriting, editing, creative writing, and news writing. I have experience with Adobe Creative Cloud, Wordpress, photo, video, Microsoft Office, AP style, and Chicago Manual style.

### CONTACT DETAILS

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