

ALEXA MILAN

Marketing and Communications Professional

CONTACT

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PROFILE SUMMARY

Experienced writer, editor and project manager with a thirst for content creation and a sharp copy editing eye. Organized, collaborative, deadline-driven and adept at juggling multiple projects at once. Passion for compelling storytelling across platforms with a background in print and digital publications.

EDUCATION

2006 - 2010
ELON UNIVERSITY

- B.A. in Journalism
- Minor in Theatre Arts
- GPA: 3.9/4.0

WORK EXPERIENCE

Elon University

Associate Director of Marketing
Communications

2022 - PRESENT

- Write, edit and manage production of a wide range of print and digital marketing materials related to large-scale institutional events, fundraising and special initiatives of the university to ensure consistency of messaging and appropriate branding across all communications.
- Serve as associate editor for The Magazine of Elon, which alumni, parents and friends of the university receive three times a year. Write features, edit content, pitch and assign stories, and assist in managing production.
- Serve as lead editor for the university's brand guide and consult with departments and offices across campus on marketing and branding efforts.
- Supervise the editorial student worker.

Assistant Director of Publications

2017-2022

- Wrote, edited and managed production of a wide range of print and digital publications - annual reports, brochures, postcards, web pages, digital graphics and more - related to academic programs, fundraising, president's office communications, special initiatives, and institutional and cultural events.
- Served as a staff writer and copy editor for The Magazine of Elon.

SKILLS

- Content writing
- Reporting/interviewing
- Copy editing (AP Style)
- Project management
- Adobe InDesign
- Adobe Photoshop
- Microsoft Office
- WordPress
- Basic photography/videography
- Marketing strategy
- Social media strategy
- Blogging
- SEO

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AWARDS & RECOGNITIONS

CASE Awards

2024

- Circle of Excellence Silver Award, Publications: Presidents Reports & Annual Reports

2021

- District III Gold Award, Publications: Student Recruitment - Individual Publication

2019

- District III Grand Award, Low Budget Publication

American Society of Business Publication Editors

2016

- Young Leaders Scholarship

North Carolina Press Association

2012

- 1st Place General News Reporting
- 1st Place Multimedia Project
- 1st Place Education Reporting
- 2nd Place Education Reporting
- 3rd Place Online Breaking News

2011

- 1st Place Education Reporting
- 2nd Place Education Reporting
- 2nd Place Video Reporting

WORK EXPERIENCE

Progressive Business Media

Assistant Managing Editor, Home Accents Today

2017

- Wrote and edited news stories, columns, blogs and in-depth business and feature pieces for print and online. Assisted editor-in-chief with managing content workflow and developing editorial budget. Served as liaison with production and art departments to ensure deadlines were met. Managed social media platforms. Periodically designed news pages in InDesign.

Associate Editor, Home Accents Today

2015-2016

- Wrote news and feature articles for monthly B2B print magazine, trade show dailies and website covering home decor industry. Edited copy for spelling, grammar and AP Style. Managed social media platforms including Facebook, Twitter, LinkedIn, Instagram and Pinterest. Assisted with digital projects including newsletters and online publications.

Assistant Editor, Home Accents Today
and Casual Living

2012-2014

- Wrote and edited content for monthly B2B magazines. Posted content to publication websites. Contributed to social media platforms. Compiled e-newsletter. Covered industry trade shows.

The Sanford Herald

Education and Features Reporter

2010-2012

- Covered the education beat, including Board of Education meetings and school news. Wrote community features on topics such as health, nonprofits, religion and the arts. Occasionally covered crime, politics and business. Shot and edited video to supplement stories online.

Greensboro News & Record

Contributing Writer, Go Triad

2008-2012

- Wrote articles for weekly arts and entertainment publication. Content ranged from profiles of national recording artists to cover stories about local authors to event previews.