

Alex Laughlin

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SKILLS

Proficient: Associated Press style, search engine optimization, Wordpress CMS, Hootsuite, Google Analytics, Storify, ScribbleLive and Spredfast

Working knowledge of: Adobe InDesign and InCopy, HTML, CSS, Drupal CMS and Mass Relevance

RECOGNITION

Will Write for Food, one of 21 students chosen to participate in a journalism program funded by the Society of Professional Journalists Hollywood, Fla. | August 2013

Ranger Scholarship Fund, \$2,000 awarded annually to outstanding children of Ranger Battalion soldiers Ft. Benning, Ga. | 2010-2013

Harold Day Award, yearly recognition of one outstanding member of the Red & Black newspaper Athens, Ga. | May 2012

REFERENCES

Mark W. Smith, Director of Social Media Marketing at USA TODAY
mwsmith@usatoday.com

Katie Caperton, Editor-in-Chief of HLNtv.com
katie.caperton@turner.com

Michael Koretzky, Region 3 Director of the Society of Professional Journalists
journoterrorist@gmail.com

EDUCATION

University of Georgia | May 2014
Bachelor of Arts in Women's Studies
English minor
Interdisciplinary Writing certificate

EXPERIENCE

Digital Editorial Intern | *HLNtv.com, Atlanta, Ga.*

September - December 2013

- Updated daily website content on Drupal CMS
- Curated YouTube and Tumblr presences with the most interactive daily news content specifically for each platform's audience
- Wrote social and tech-based articles for HLNtv.com

Public Relations Intern | *Recipe for Press, Athens, Ga.*

January - December 2013

- Created and wrote a weekly column for the Recipe for Press blog called *Tech Tips*, which provides entrepreneurs with advice for improving their branded social presences
- Responsibilities include creating multimedia presentations and acting as a liaison between the company and local, regional and national press

Social Media Marketing Intern | *USA TODAY, McLean, Va.*

May - August 2013

- Assisted in developing social content strategy for a national media brand, emphasizing in paid content acquisitions and social platform exploration
- Responsibilities included compiling social analytics data for monthly marketing reports delivered to the Vice President of Marketing
- Represented USA TODAY as one of two reporters on the scene at the 2013 Supreme Court rulings

Influence Director | *Online News Association, Athens, Ga.*

January 2013 - January 2014

- Founding executive board member of the Online News Association student group at the University of Georgia
- Develop social campaign and public relations strategies for promoting educational sessions and group events at the University and in the community
- Lead sessions teaching journalism students how to implement social technologies into news reporting strategies

Social Media Editor | *Sweet Lemon Magazine, Digital*

August 2012 - May 2013

- Develop social campaigns and strategies to drive reader engagement for a national online women's lifestyle magazine with an international readership of more than 50,000 impressions per issue
- Cultivated overall brand identity by posting daily content on Facebook, Twitter, Instagram, Tumblr, Pinterest and Vine

Associate News Editor | *The Red & Black, Athens, Ga.*

May - August 2012

- Led news staff of 25 in producing content for weekly print and daily online editions of the Red & Black, the award-winning independent student newspaper serving the UGA community

Reporter | *The Red & Black, Athens, Ga.*

August 2010 - May 2012

- Researched and wrote over 60 news articles for the Greek and Diversity beats, including investigative reporting on fraternity culture, event coverage, and Man on the Street segments