

# ALEX NELSON

## CONTACT



Columbus, Ohio 43207



814-715-9001



Alexpnelson6@gmail.com



<https://alexpnelson6.wixsite.com/alex-nelson>

## ACCOMPLISHMENTS

- Achieved increase of Facebook followers from around 1,500 to about 3,350 in a year and a half through effectively helping with Facebook page management for weekly newspaper.
- Supervised team of 4 staff members during absence of Editor.
- Completed a week-long series based on local town 175th anniversary.
- Successfully cover an area of 657 square miles with a population of about 44,500 people.

## SKILLS

- Trending and breaking news
- Media Operations Knowledge
- Print Media
- Social media management
- Adobe Photoshop and InDesign
- Research of unknown topics
- AP Style
- Active listening / interviewing
- Photography
- Scheduling and planning
- Content Management Systems

## AFFILIATIONS

- Pennsylvania NewsMedia Association

Dynamic journalist bringing 10 years of experience in print and online media. Hardworking and reliable, I always take a pro-active approach to my work. Versed in writing and editing for multiple digital media platforms, social media, and print. Skilled at developing articles and investigating issues with tenacious and unwavering dedication. Knowledgeable in viral trends and breaking news response with proven success leveraging social media platforms to increase engagement.

## WORK HISTORY

July 2019 - October 2023

**Journalist Community Media Group**, DuBois, PA

- Wrote, edited and produced up to 4 stories a day for Internet and digital channels.
- Edited content for accuracy, clarity, grammar, and style using AP Style guidelines.
- Covered a specific area of 657 square miles with a population of about 44,500, 7 boroughs and 3 school districts.
- Wrote and published articles for multiple newspapers in a tri-county region with a population of about 155,200.
- Developed story ideas and conducted interviews with local personalities and politicians.
- Utilized social media channels to promote stories and engage readers to a following of about 20,000.
- Grew Facebook following of Jeffersonian Democrat page by 100 percent in a year and a half.
- Photographed and shot video clips of new events for online content.

March 2013 - July 2019

**Freelance Content Writer Community Media Group**, Brookville, PA

- Used Microsoft Word and Google Docs to store and share created documents.
- Strengthened content by thoroughly editing and proofreading content multiple times prior to submission.
- Collaborated with other writers on group projects following a theme
- Acted as a photo-journalist to capture photos of events and take photos to accompany articles.

September 2014 - Current

**Freelance Photographer Myself**, Brookville, PA

- Edited, captioned, and uploaded photographs for publication.
- Photographed high-quality images for various print and digital projects.
- Conducted individual and couple photo shoots, and senior picture shoots.
- Scheduled and booked locations for photo shoots, working collaboratively with clients and contacts.
- Attended events and captured candid shots to showcase highlights and perverse memories.
- Digitally edited photos in photoshop to enhance appearance.

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## EDUCATION

May 2019

**Bachelor Of Applied Arts And Science Communication Studies**  
**Clarion University of Pennsylvania, Clarion, PA**