

Alexis (Ali) Myers

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- Education**
- Northwestern University Medill School of Journalism** — Chicago, IL | June 2016
Master of Science in Journalism, Multimedia & Interactive Storytelling, Investigative Reporting
- Plymouth State University** — Plymouth, NH | May 2014
Bachelor of Arts in English, Minor in Professional Communication - Magna Cum Laude
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- Experience**
- Alaska Airlines** — Media & Content Manager, Corporate Communications Sept. 2019-Present
- Manages corporate [blog](#) and works closely with brand marketing and social media. Since start date, page views have increased 51% higher YTD.
 - PR spokesperson for Alaska Airlines. Monitors media hotline 24/7 every six weeks.
 - Proven to have deep knowledge of creative storytelling to engage guests and delivers helpful and genuine content about the company to flyers and the media through video, photos & design.
 - Helped develop, launch a microsite dedicated to company's [COVID-19 emergency response](#), which received 1.2M views in one month, a 249% increase YTD. Overall the site receives 30-50K daily traffic and 2:30 TOP.
 - Redesigned blog subscription email for improved user experience for 10.7K+ audience & modern design, 30% click-through rate.
 - Crisis communications content producer & main conduit for latest information.
- Alaska Airlines** — Multimedia Specialist, Corporate Communications May 2017-Sept. 2019
- Wrote and coded daily stories for company's intranet reaching 23K employees using HTML/CSS/jQuery. Creates graphics, quizzes and produce live webcasts. Top performing story had 36K views in one week, 800% higher than the average, about new custom uniform launch.
 - Produced/edited video, including executive videos to promote leadership visibility, business initiatives and Marketing campaigns.
 - Boosted employee recognition on social media from 10% to 40% since 2018.
 - Measured strategic goals, studied trends, improved engagement with monthly analytics.
 - Collaborated with Marketing to develop a book about company history, vision & culture
- The Associated Press** — Political Reporter Jan. 2017-May 2017
- Wrote daily breaking news, politics [stories](#) and created hand drawn [graphics](#)
 - [“Wine without hassle: Washington state eyes store refills”](#)
 - [“Washington, other states eye school bus seat belts”](#) + [graphic](#)
- The Stranger** — Freelance Writer, covered local news Nov. 2016-Jan. 2017
- [“At Seattle March Against Hate...!”](#) + [video](#)
 - [“New Head of Seattle FBI Office Believes We Still Live in a “Safe...”](#)
- New York Magazine** — Freelance Writer, 2016 election Jun. 2016-Aug. 2016
- [“The 2016 Presidential Election, According to 8-Year-Olds”](#)
- The Chicago Tribune** — Metro/Crime Reporter May 2016-Jun. 2016
- Published 10 A1 [stories](#), assisted Snapchat channel, produced video
 - [“Boy, 16, shot by police, lived and died in one of city’s toughest neighborhoods”](#)
 - [“Teens on probation get new start with running program”](#) + [video](#)
- Medill News Service** — Investigative Reporter /Interactive Designer Jul. 2015-Mar. 2016
- Wrote daily [stories](#), created interactive graphics, animations, 360° images

- The Clock Student Newspaper** — News Editor and Features Editor Sept. 2010-May 2014
- Wrote [stories](#) for news, features and sports for print & online
 - Managed a team of 10-20 writers as the News Editor and Features Editor
 - Produced story layouts in InDesign
 - Published the most A1 stories in newspaper's existence and cover photography
- The Sammamish Review/Issaquah Press** — Intern Jun. 2010-Jul. 2010
- Wrote stories, took photos and went on assignments to assist reporters

- Honors, assoc.**
- Member of the Investigative Reporters & Editors and the Society for News Design 2015-Present
 - Selected to be a reporter for the [Medill Investigative Reporting Project](#) Jan. 2016-March 2016
 - Top 20 Outstanding Senior award recipient, Plymouth State University 2016
 - PSU Athletic Department [Hall of Fame Brad Wilby Award](#) recipient May 2014
 - Plymouth State University [women's ice hockey team captain/player](#) May 2014
 - Selected to ECAC Women's East Ice Hockey League [All-Academic Team](#) 2010-2014
- Skills, interests**
- Graphic design, video & photography
 - YouTube, Instagram, Podcasts
 - Adobe Programs (Photoshop, Illustrator, InDesign, Audition, Premiere)
 - Playing ice hockey, CrossFit & traveling

Alexis Myers References:

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