

ALEXA BOSCHINI

WRITER, EDITOR AND PROJECT MANAGER

CONTACT

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PROFILE

Experienced writer, editor and project manager with a thirst for content creation and a sharp copy editing eye. Passion for print and digital with a background in newspapers, magazines and online publications.

AWARDS

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

EXPERIENCE

Elon University, Elon, N.C., May 2017-present

Assistant Director of Publications

Write, edit and manage production of a wide range of print and digital publications related to academic programs, fundraising, president's office communications, special initiatives, and institutional and cultural events. Serve as a staff writer and copy editor for The Magazine of Elon.

Progressive Business Media, Greensboro, N.C., May 2012-May 2017

Assistant Managing Editor, Home Accents Today, January 2017-May 2017

Wrote and edited content such as news stories, columns, blogs and in-depth business and feature pieces for print and online. Assisted editor-in-chief with management of content workflow and development of 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, January 2015-December 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 special projects including newsletters and digital editions.

Assistant Editor, Home Accents Today and Casual Living, May 2012-December 2014

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

The Sanford Herald, Sanford, N.C., May 2010-May 2012

Education and Features Reporter

Covered the education beat, including Board of Education meetings and school news. Wrote community features, ranging from health initiatives to local artists to the use of gas chambers in animal shelters. Occasionally covered crime, politics and business. Shot and edited video to supplement stories online.

Greensboro News & Record, Greensboro, N.C., September 2008-December 2012

Contributing Writer, Go Triad

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.

SKILLS

- Content writing
- Reporting / interviewing
- Copy editing (AP Style)
- Social media strategy
- Project management
- Blogging
- Shooting basic photos and video
- Microsoft Office
- Adobe Photoshop
- Adobe InDesign
- WordPress

EDUCATION

2006-2010

Elon University

Bachelor of Arts in Journalism
Minor in Theatre Arts
GPA: 3.9/4.0