

# ALEXA BOSCHINI

WRITER, EDITOR AND PROJECT MANAGER

## CONTACT

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alexaboschini.com

## PROFILE

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 print and digital with a background in newspapers, magazines and digital 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 - 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. 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 projects including newsletters and online publications.

*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 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, 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
- Microsoft Office
- Adobe Photoshop
- Adobe InDesign
- WordPress
- Basic photography/videography
- SEO

## EDUCATION

2006-2010

### Elon University

Bachelor of Arts in Journalism

Minor in Theatre Arts

GPA: 3.9/4.0