
Alexandra Altman-Devilbiss

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Summary

Dedicated, hardworking team player seeks to attain a highly communicative position in a professional, collaborative work environment where my journalistic writing and/or creative concept skills will benefit others.

Highlights

- Proficient with social media and developing social media strategies: Twitter, Facebook, Tumblr, and Instagram.
- Manage and create content on WordPress.
- Technology savvy:
 - Microsoft Word, Excel, PowerPoint.
 - G Suite - Gmail, Hangouts, Calendar, and Google+ for communication; Drive for storage; Docs, Sheets, Slides, Forms, and Sites for collaboration.
 - Apple: iMovie
 - Accounting Applications: QuickBooks, Sage300, Smartsheets.
 - Media Relations: Meltwater, Constant Contact, HARO.
 - Data entry: 60 WPM
- Time management and organized.
- Quick learner
- Skilled photographer
- Knowledgeable using Associated Press style, APA, and MLA.
- Five years of experience developing and successfully creating fundraising campaigns.

Professional Experience

February 2020 to
Present

Sinclair Broadcast -WPDE ABC 15

Conway, SC

Digital Content Editor

- Create, produce and manage high-quality content
- Regularly check and update content
- Proofread and edit material
- Adhere to SEO rules
- Use social media for better presence
- Adhere to copyright and privacy standards and company policies
- Keep up to date with new trends in web

- Collaborate with team members

February 2017 to
February 2020

Self-Employed

Murrells Inlet, SC

Content Creation and Management

- Flexible writer for a variety of web and multi-platform applications.
- Sharp eye for detail (spelling, grammar, tonality).
- Ability to work independently.
- Excellent research and editing skills.
- Able to meet tight deadlines.
- Utilizing Search Engine Optimization.

August 2019 to
December 2019

LHWH Advertising

Myrtle Beach, SC

Content Specialist and Public Relations

- Create and publish Facebook ads for McLeod Health.
- Identified potential story ideas through HARO.
- Researched editorial calendars for appropriate publications.
- Wrote engaging copy with attention-grabbing headlines for print and web use.
- Assisted with the integration of public relations campaigns across multiple media.
- Work with management to identify trends and developments that might influence PR strategies.

June 2019 to
October 2019

Brown, Moore and Endler

Murrells Inlet, SC

Branding and Marketing Director

- Creating and managing multiple websites.
- Applying SEO techniques to websites.
- Managing and distributing leads to the sales team.
- Networking and creating relationships with local businesses.
- Social media management and organization.
- Reviewing Google Analytics and Google Ads for effectiveness.
- Establishing Brown, Moore, and Endler on Google My Business.

June 2016 to
May 2019

Contract Exteriors

Murrells Inlet, SC

Starts Administrator

- Received purchase orders from national builders to set up job starts accurately for our Myrtle Beach and Charleston markets. Updated fill-in orders.
- Reviewed and approved/denied sales contracts to ensure financial margins were met.
- Communicated and coordinated with project managers, and suppliers

to ensure accurate material fulfillment and reporting.

- Mentored and trained new employees on processes and procedures.
- Created, implemented and managed the first company Employee Volunteer Program which included partnering with Helping Hand of Myrtle Beach, Grand Strand Miracle League and March of Dimes.

February 2017 to
January 2018

Sevenly

Fullerton, CA

Content Writer

- Created impactful blogs to inspire and encourage others.
- Researched and promoted socially responsible companies.
- Connected and motivated readers to interact with charitable causes.

Personal Achievements

- Member of Upsilon Eta (Communication Honor Society).
- Feature writer for **The Chanticleer**, Coastal Carolina University Newspaper.
- Volunteer with All 4 Paws and Barnabas Horse Foundation.
- Organized a beach sweep, which raised over \$200 for Surfrider Foundation, a community of everyday people who passionately protect our playground - the ocean, waves, and beaches that provide us so much enjoyment.
- Team Captain of Team Spunky which raised \$4,000 for Light the Night Walk in Greensboro, NC.
- Created and published the first two issues of **Contractor Chronicles**, a Contract Exteriors company newsletter, to enhance employee engagement.
- Host and manage my own blog to write about positive and inspiring topics in the world.
alexxaltman.blog

Education

2013

Coastal Carolina University

Conway, SC

Bachelor of Arts in Communication, Journalism

GPA: Cum Laude