Alexandra Shimalla

alexshimalla@gmail.com

alexshimalla.com

EDUCATION

Master of Arts in Journalism and Mass Communication, The University of Georgia Aug. 2017—Present

Bachelor of Arts in English, Stetson University Aug. 2013—May 2016

* Graduated Magna Cum Laude with a cumulative GPA of 3.88

PUBLICATIONS\*

*Richmond Hill Reflections* [Savannah, GA], *Bryan County News* [Savannah, GA], the National Foundation for Celiac Awareness website, *Delight Gluten-free Magazine*, *Yogi Times*, *The Reporter* [Stetson University, Deland, FL], *Alter the Press!*, *Hysteria Magazine*, *Highlight Magazine, SOUTH* Magazine*, idobi Radio*, *Touchstone* LiteraryMagazine, *Paste, VitaVibes*

\*Full list of publications is available upon request.

AWARDS AND HONORS

* C. Carter Colwell Award for “INKED: How Tattoos Tell Stories”
  + Awarded to an English major undergraduate who submits the best example of literary research, judged by a faculty committee
* Academic Fellow at the Association of Health Care Journalists’ Conference April 2018

PRESENT EXPERIENCE

Graduate Assistant for Archway Partnership Aug. 2017—Present

* Assistant to the Communications Director
* Copy edits stories, pamphlets and flyers, and reports (such as the annual reports used as marketing material for the organization)
* Writes marketing-centered stories that utilize journalistic elements about projects and events in Archway’s communities
* Attended Elevate Georgia (UGA’s Marketing Conference)

Writer for Boost by Design Aug. 2016—Present

* Has written SEO-driven content, copy for websites, and newsletters
* Ghost-writes monthly blog posts for clients

Freelance Writer Aug. 2013—Present

* Researches and creates articles for online and print publication
* Has photography experience
* Publications: *idobi Radio, Highlight Magazine, Hysteria Magazine, Delight Gluten-free Magazine, Alter the Press!, The Reporter, Bryan County News, Visit Savannah, VitaVibes*

Founder and Blogger behind *Asking Alexandra* July 2013—Present

askingalexandra.com

* Manages website’s social media presence (on Facebook, Twitter, and Instagram), actively engages with visitors/followers, and utilizes SEO-driven content when needed
* Frequently contacted by gluten-free companies to write reviews of their products

PAST EXPERIENCE

Editorial Intern for *SOUTH* Magazine May 2015—July 2015

* Published articles in Aug/Sept 2015 issue
* Researched and wrote numerous blurbs for both the June/July and Aug/Sept 2015 magazines
* Copy edited multiple articles

Founder and Editor of *For the Love of Music Magazine*  Nov. 2014—May 2016

* Updated website with most recent news
* Managed publication’s social media presence
* Photographed concerts and periodically wrote short articles, reviews, and op-eds

Tutor at Stetson University’s Writing Center Aug. 2014—May 2016

* Connected with students one-on-one to improve writing skills
* Aided undergraduate and graduate students in proofreading their assignments
* Assisted in promoting Center’s presence on campus via marketing ideas such as writing articles for the university’s newspaper and posting on social media outlets

Editorial Assistant for *Yogi Times* May 2014—Oct. 2014

* Edited reviews, prominent articles, and business documents
* Authored articles about recent news as well as reviews

Staff Contributor for *The Reporter,* Stetson University Feb. 2014—Feb. 2015

* Created the “Healthy Hatter” column
* Wrote articles about leading a healthy life while in college

Editorial Assistant for *Delight Gluten-free Magazine* Oct. 2013—Dec. 2015

* Researched and authored articles for both online and print publications
* Led Travel section of magazine
* Managed weekly “Featured Blogger” series, which included finding, contacting, and organizing bloggers
* Copy edited issues of magazine
* Hired as editorial assistant after successful completion of semester-long internship

Intern for Nobis Project, Savannah, GA Aug. 2011—Aug. 2014

* Created and maintained WordPress blog that featured various educational videos
* Assisted at the annual film camp by helping participants film and edit videos
* Contributed to expanding Nobis’ teacher learning program
* Performed various tasks in relation to the founder (i.e. updating website, managing Facebook page)

RELATED EXPERIENCE

Teaching Apprentice Aug. 2014—Dec. 2014

ENGL 100: College Writing, Stetson University

* Planned and conducted class workshop days on various topics for grammar, syntax, and style
* Worked with students one-on-one with their assignments and papers to improve writing skills