



ALEXSPY1012@GMAIL.COM | 631-374-4690 | [WWW.ALEX-SPY.COM](http://WWW.ALEX-SPY.COM)

## EXPERIENCE

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### **PALISADES TAHOE, Olympic Valley, CA**

**PUBLIC RELATIONS MANAGER** | MAY 2021-PRESENT

**PUBLIC RELATIONS SPECIALIST** | NOV 2019-MAY 2021

**PUBLIC RELATIONS COORDINATOR** | AUG 2018-NOV 2019

- Secure media placement through writing press releases, pitching journalists and hosting media.
- Serve as a spokesperson for the resort in media interviews, and handle crisis management.
- Developed and implemented the communications plan for the name change announcement, and tasked with organizing the public reveal and press conference for the new brand identity.

### **PALISADES TAHOE, Olympic Valley, CA**

**JR DEVELOPMENT MANAGER** | OCT 2016-AUG 2018

**U10 HEAD COACH** | NOV 2014-SEPT 2016

- Managed a ski team program of 130 ski racing athletes and a staff of 17 coaches.
- Restructured the development program to better align with the overall team organization.
- Served as a Chair on the U.S. Ski & Snowboard Far West Alpine Competition Committee.

### **BUSTLE, New York, NY**

**POLITICS WRITER** | SEPT 2016-SEPT 2017

- Covered political news for the largest digital platform targeting millennial women, focusing on analysis of the 2016 presidential election, and subsequent national policy and politics.

### **RICHNER COMMUNICATIONS, Garden City, NY**

**NEWS REPORTER** | NOV 2012-OCT 2014

- Worked on a two-person team to produce a weekly newspaper, the Long Beach Herald, covering a city of 35,000 residents.
- Wrote and edited articles, managed interns, assigned photographers.

### **NICHE MEDIA, New York, NY**

**SEGMENT PRODUCER** | SEPT 2012-JAN 2013

- Segment produced the editor-in-chief's weekly appearance on NBC's "Weekend Today in NY" morning television show.

**EDITORIAL ASSISTANT** | MAY-SEPT 2012

- Handled all communication, scheduling and administrative tasks for the editor-in-chief of Gotham Magazine and Hamptons Magazine.

### **THOMSON REUTERS, New York, NY**

**PRODUCTION ASSISTANT** | OCT-NOV 2011

- Assisted with the production of the Reuters anthology book, "Losing Luster."

**EDITORIAL FELLOW** | JUNE-SEPT 2011

- Conducted research and assisted the writers and editors of Reuters Breakingviews, the agency's subscription-based financial news service.

### **NBC SPORTS & OLYMPICS, Vancouver, B.C., Canada**

**RESEARCH ASSISTANT, 2010 WINTER OLYMPICS** | FEB 2010

- Assisted the research team that supplied stats and interesting facts for broadcasters to use during live Olympics coverage, and edited NBC's daily internal newsletter.

## EDUCATION

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### **SYRACUSE UNIVERSITY**

- S.I. Newhouse School of Public Communications
- Class of 2011, Cum Laude
- B.A. of magazine journalism & Spanish language, literature and culture

## AWARDS

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### **2022 POPPY AWARDS**

- Finalist: Best PR Campaign

### **2021 MARCOM AWARDS**

- Platinum Honors: Strategic Communications in PR

### **2014 PRESS CLUB OF LONG ISLAND MEDIA AWARDS**

- 1st: best community newspaper
- 2nd: news series

### **2014 LOCAL MEDIA ASSOCIATION AWARDS**

- 3rd: newspaper of the year

### **2013 NEW YORK PRESS ASSOCIATION MEDIA AWARDS**

- 1st: news or feature series
- 3rd: local government reporting

### **2013 LOCAL MEDIA ASSOCIATION AWARDS**

- 2nd: community service

## SKILLS

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- **ADOBE CREATIVE SUITE:** InDesign, Illustrator, Photoshop, Premiere Pro
- **MEDIA TRACKING:** Cision, TVEyes
- **DIGITAL MARKETING:** Silverpop, Drupal, CMS
- **WRITING STYLE GUIDE:** Associated Press
- **VIDEO EDITING SOFTWARE:** Final Cut Pro, Soundslides, Audacity
- **LANGUAGES:** Spanish