

# Alexandra Holterman

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## EDUCATION

**Northwestern University**, Chicago, IL

Master of Science in Journalism – Media Innovation & Entrepreneurship Specialization, anticipated June 2019

Current GPA: 4.0/4.0 – Recipient of Kappa Tau Alpha’s Top Scholar Award

**Northwestern University**, Evanston, IL

Bachelor of Science in Journalism: Magazine Track, June 2018

Cumulative GPA: 3.85/4.0 – Magna Cum Laude

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## EDITORIAL/MARKETING EXPERIENCE

**IPSY**, San Mateo, CA

*SEO Content Manager*, July 2019-Present

- Grew organic subscriptions from 0 to 3,000+ subscribers
- Brief, edit, and manage 75+ monthly pieces of editorial content
- Created & implemented IPSY’s first SEO content strategy
- Collaborate with Editorial, Lifecycle Marketing, and Engagement teams to drive brand authority and engagement

**Outsell, Inc.**, Burlingame, CA

*Content Strategy and Product Management Intern*, Sept.-Dec. 2018

- Conducted sitewide SEO audit that increased site’s Google ranking from 4th to 1st result
- Performed competitive analysis analyzing 6 of Outsell’s major competitors and offering suggestions for growth
- Edited and refined template guide for published reports and press releases

**Revuu.com**, San Mateo, CA

*Marketing and Editorial Intern*, June-Sept. 2016

- Edited and ghostwrote blog posts to ensure continued user interest
  - Managed daily social media outreach on Instagram and Facebook
  - Performed SEO audit of site’s metadescription and page titles via Screaming Frog SEO Spider
  - Aided in creative redesign of website’s homepage in order to optimize user experience
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## JOURNALISM EXPERIENCE

**Billboard Magazine**, Los Angeles, CA

*Online Editorial Intern*, June-Sept. 2017

- Wrote 4-8 stories per day on topics ranging from rapper Mystikal’s arrest to the kickoff of Niall Horan’s summer tour
- Attended and covered exclusive listening parties for new releases from artists like Lana Del Rey and Demi Lovato
- Attended and covered exclusive tapings for shows such as The Voice and Fifth Harmony’s Vevo Live event

**Refinery29**, New York, NY

*Work & Money Editorial Intern*, March-June 2017

- Pitched and wrote story on using only cash for two weeks which was featured on daily email newsletter
- Conducted salary research for “We Want More” equal pay campaign
- Filtered through and selected thrice-weekly “Money Diaries” submissions
- Transcribed 3-6 interviews daily

**Healthline**, San Francisco, CA

*Editorial Intern*, June-August 2015; *Freelance News Writer*, Feb.-May 2015

- Interviewed medical professionals and researchers for information on recent studies and health-related news
- Maintained source outreach with bloggers and site contributors to continually update site’s content
- Wrote as-needed articles for News section, typically one or two articles per week on results of health and medical studies
- Wrote feature article on mental health that was one of the top-viewed stories of the month (over 11,1730 views as of Aug. ’15)