

Alissa Wolf
Philadelphia/South Jersey Region
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A multi-skilled editor, copywriter, and published author of "Punk Rock Princess" (Bear Manor Medias) with extensive experience with digital media, mainstream publications, public relations, advertising and academia.

Career Accomplishments

- Launched a business-to-business website from scratch, single-handedly, for popular informational network About.com, building the site from a blank slate to 364 pages, more than 1,000 related blog posts, and 110,000 pages views per month. Wrote 8 pieces of long form content per month; managed the site blog; published a weekly newsletter; managed social media platforms; and all CMS.
- Two Medallion Awards from the National Council for Marketing and Public Relations for feature writing projects for Atlantic Cape Community College.

Skills

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|-----------------------|----------------------------|--------------------|
| ◆ Copywriting | ◆ Marketing/PR | ◆ Social Media |
| ◆ Web content writing | ◆ General news writing | ◆ Press Releases |
| ◆ CMS/SEO/HTML | ◆ Copyediting/proofreading | ◆ AP/Chicago Style |

Professional Experience

Aramark *2015 - 2016*

Copyeditor/Copywriter

Editor and writer of business proposals, video scripts and B2B collateral for various lines of business: business dining, facilities services for higher education, K-12 schools, corrections.

About.com *2010 - 2014*

Pet Shops Website Editor

- Wrote business-to-business news, feature stories and a blog about the pet industry
- Management of all web content for the site, including layout, html and photo editing.

Bradley Communications

Promotional Company in Broomall, PA

2007 - 2014

Ad Copywriter

Copywriting for *Radio-TV Interview Report*, a national publication for authors, artists and experts who wished to be booked on mass media talk shows.

Atlantic Cape Community College

Liberal Arts College in Mays Landing, NJ

Writer

2007 - 2009

- Wrote press releases about college events for distribution to the regional and national media
- Feature articles about college events for the local and national media
- Copy for brochures, course catalogs, annual report, capital campaign, the Web

(more)

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Holy Family University

Liberal Arts University in Philadelphia, PA

2005 - 2007

Creative Services Manager

- Edited quarterly glossy magazine for alumni, faculty and staff
- Wrote copy for monthly Internet news digest for faculty and staff
- Edited 250-page undergraduate and graduate course catalogs
- Wrote press releases about university news for regional media; brochures, ads, etc.

Adventure in the Smokies

A glossy monthly magazine serving Western North Carolina

2003 - 2005

Editor/Design Director

- Performed all design and layout
- Came up with all story ideas and wrote majority of stories
- Oversaw production and distribution
- Gathered listings, located photos, contributed to promoting publication

The Guide

A weekly entertainment tabloid serving Western North Carolina

2003 - 2005

Editor (in addition to editing *Adventure in the Smokies*)

- Wrote majority of stories: interviews with such pop icons as Henry Rollins, Derek Trucks, Leslie West, King Sunny Ade; dining, theater and dance reviews; brought in film reviewer Roger Ebert
- Did all layout and design

Atlantic City Weekly

A weekly entertainment tabloid serving Atlantic City, NJ

2000 - 2003

Editor-in-Chief

- Completely reformatting the look and editorial direction
- Came up with all story ideas and wrote a vast portion of the stories
- Assigned and edited all editorial copy working with freelancers and a staff of four

Freelance Writing and Editing

- ◆ ***Philadelphia Inquirer***, feature stories for the Weekend section, and a thrice-weekly Jersey shore entertainment column that appeared each summer for five years.
- ◆ ***Newark Star-Ledger***, a weekly Atlantic City entertainment column that appeared in the weekend Ticket section for five years.
- ◆ ***The Asbury Park Press***, two weekly Atlantic City casino entertainment columns that appeared in the Sunday feature section for four years.
- ◆ ***Hit Parader***, ***The Robb Report*** (national upscale lifestyles magazine) ***Revolution*** (national heavy metal magazine), gossip columns and feature stories about such acts as Aerosmith, 50 Cent, Backstreet Boys, etc..

Education

New York University: BA in journalism; University of Paris, French language studies.

Marco & Associates: Certificate in graphic design with a concentration on Quark, Photoshop, Corel Draw, Illustrator.

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