

ALEXANDRIA NG

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WORK EXPERIENCE

Education Week Market Brief

Reporter | *Bethesda, MD* (May '22-Present)

- Report on international market trends in education technology product development and innovation

Charleston Regional Business Journal, SC Biz News

News Editor | *Charleston, SC* (May '21-April '22)

- Oversaw content for print and online; assemble budgets, copy-edit, review final proofs with internal and external teams
- Worked with reporters and contributors to pitch stories and edit articles for clarity and length across three publications
- Conducted original reporting on industries like real estate, tourism, government, finance, education, aerospace, manufacturing
- Produced and distributed daily news email for an audience of about 12,000, comprised of business leaders and C-suite executives
- Managed the Charleston Regional Business Journal website, updating it daily with published content and news stories

Digital Editor - BridgeTower Media Digital Ops (Oct. '19-April '21)

- Managed front- and back-end of four websites (S.C.'s three metro markets and Long Island, NY) using WordPress, HTML, CSS
- Curated six daily statewide newsletters and one weekly newsletter that reached an audience of more than 15,000
- Analyzed audience trends and maintained ad partnerships on all brand products using Google Analytics/Google Ad Manager
- Copy-edited all content for print and digital according to AP style
- Reported original business news, covering stories such as effects of the pandemic on S.C. industry, as well as national events, like the 10th Democratic debate of 2020 and former President Donald Trump's rally in North Charleston

Hawaii News Now

Digital News Fellow | *Honolulu, HI* (May '19-Aug. '19)

Dow Jones News Fund Digital Media Program | *Phoenix, AZ*

- Attended 10-day intensive multimedia training at the Walter Cronkite School of Journalism at Arizona State University
- One of 18 students chosen out of more than 700 national applicants to be matched with a newsroom across the country
- Produced multimedia series and breaking news for web; write scripts for air; pitch original stories for Honolulu community

Gainesville Sun

Reporter | *Gainesville, FL* (Jan. '19-May '19)

- Contributed features, breaking news, profiles and advances on a weekly basis for print and web

WUFT News

Digital Producer, Reporter | *Gainesville, FL* (Aug. '17-Dec. '18)

- Edited content for web and assembled TV packs
- Managed audience engagement, analytics and query-building through Hearken, GroundSource, Parse.ly
- Oversaw social media using TweetDeck and Headliner
- Reported and wrote enterprise and daily stories for web, serving the area of North Central Florida; included multimedia aspects
- Spent 24 hours reporting on Alachua County midterm elections

Sparks Magazine

Editor-in-Chief | *Gainesville, FL* (April '17-Aug. '18)

- Oversaw business and editorial staff of 40 students; final-say on all published content
- Managed logistics of semesterly publications and weekly digital content with a reach of more than 2,000 people
- Liaison between other chapters and national board
- Promoted after a year as staff writer and a year as managing editor

The Independent Florida Alligator

Copy Editor | *Gainesville, FL* (Jan. '17-May '17)

- Worked late-night shift to edit all copy in the production of a daily student-run independent newspaper

EDUCATION

Bachelor of Science | 2015-2019

Major: Journalism
Minor: Event Management
University of Florida

Asian American Journalists
Association, UF Chapter
Founding President, 2018

AWARDS

South Carolina Press Association

1st Place Business Reporting (2021)
2nd Place News Photography (2021)
1st Place News Photography (2020)

Columbia Scholastic Press Association

1st Place Headline Writing (2015)

Florida Scholastic Press Association

2nd Place News Writing (2015)

KEY SKILLS

Adobe Creative Suite
HTML/CSS/JavaScript
Google Analytics
Google Ad Manager
Photography
Videography