

Alicia Tang

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EDUCATION

Northwestern University, Medill School, Evanston, Ill. September 2022 - expected June 2025
Bachelor of Science in Journalism | Certificate in Integrated Marketing Communications

London School of Economics, London, U.K. June 2023 - August 2023
LSE Summer School | *Public Finance and the Political Economy of Public Policy*

EXPERIENCE

Medill News Service, Washington, D.C. January 2024 - present
Business Reporter

- Reporting on business and economics for Northwestern's Medill on the Hill Program
- Attending conferences and press meetings hosted by the White House and organizations like the U.S. Chamber of Commerce and Federal Open Market Committee, as well as Senate and House hearings
- Web-producing stories and running assignment meetings a few times throughout the quarter

Medill School of Journalism, Evanston, Ill. September 2023 - present
Undergraduate Research Assistant

- Coding regressions to illustrate the impact of various socioeconomic and demographic factors on closings of Walmarts
- Drafted a proposal for an Integrated Marketing Communications textbook
- Consulted by former CMO of Walgreens to rework case study on Amazon sales strategy in the healthcare market

Northwestern News Network, Evanston, Ill. September 2022 - present
Multimedia Journalist

Social Media Manager January 2023 - March 2023

- Pitching story ideas and conducting interviews to produce investigative, student interest, & feature packages while mentoring two underclassmen
- Editing these packages using Adobe Premiere Pro
- Answering questions for live interviews on weekly shows
- Formulated new Instagram strategy and edited together teasers to increase viewership as social media manager

The Greenwich Sentinel, Greenwich, Conn. August 2023 - September 2023; May 2022 - September 2022
Freelance Reporter

- Reported on local events including film festivals and gallery receptions and on meetings of the Board of Education and League of Women Voters
- Published about a dozen stories in a paper with an estimated readership of 58,000
- Pitched story ideas and new project management system and coordinated with community members to schedule and conduct interviews

SKILLS

Social media, data analysis, basic coding with R, editing in Adobe Premiere Pro & iMovie (intermediate), Mandarin (intermediate)

SPECIAL ACTIVITIES & HONORS

- **Spark Professional Skills Gold Badge** awarded by London School of Economics
- **Scholarship** awarded by Connecticut Broadcasters Association
- **High School Federal Reserve Challenge** finalist and author