

## CONTACT

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## EDUCATION

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THE PENNSYLVANIA STATE  
UNIVERSITY  
University Park, PA  
2015 - 2019

- B.A. in Broadcast Journalism, minor in business

## HONORS

- Schreyer Honors College
- Magna Cum Laude
- Dean's List All Semesters
- Phi Kappa Phi
- Kappa Tau Alpha

## ACHIEVEMENTS

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- Author of the self-published poetry book, *Embracing Changes* (2019), which is available on [Amazon](https://www.amazon.com) in print and digital formats.

## AWARDS

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- NBCUniversal's 2022 GEM Award for exemplary contributions to the company's success.

## ORGANIZATIONS

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- National Association of Black Journalists (NABJ) – Member
- Social Media Strategist and Contributor for the NABJ Business Task Force's Facebook and Twitter accounts (2020 - 2021)

# ALEXIS R. COLLINS

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## PROFESSIONAL SUMMARY

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- Offering a multitude of affordable freelance writing services to professionals, entrepreneurs, and companies.
- Five-plus years of providing unique and engaging text to clients that amplifies brand awareness, optimizes SEO, boosts page stickiness, generates sales, and properly conveys their tone.
- Extensive background and specialization in content writing, copywriting, and editing.
- Ability to collaborate with clients on in-depth projects in a timely and communicative manner.

## WRITING/EDITORIAL EXPERIENCE

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### LEXIE WRITES

JUNE 2020 - PRESENT

*Founder & Freelance Writer*

NJ

- Envisioned and kickstarted a business that produces dynamic written materials, including resumes, cover letters, CVs, website content, social media content, blog posts, digital campaigns, product descriptions, professional biographies, and more, therefore further solidifying the client's footprint as an industry trailblazer and enthralling audiences.
- Wrote pieces that have been exhibited in numerous news publications, magazines, social media pages, websites, and blogs in various niches, with customized resumes and cover letters landing clients jobs, internships, and interviews.
- Featured in Bold Journey and CanvasRebel magazines as part of their entrepreneurial series, interviewed by the Implausible Podcast on how to launch and fortify a freelance writing business, and appeared on the Afro Television Network in conjunction with their Women in Business special.

### MSNBC - THE LAST WORD WITH

#### LAWRENCE O'DONNELL

OCTOBER 2020 - APRIL 2022

*Graphics Production Assistant*

New York, NY

- Worked in the graphics department for the Emmy-nominated primetime news and political commentary program on MSNBC.
- Conceptualized and assembled visually compelling images and graphic story elements that coordinated with the content being discussed during the show, built captivating graphics in the Viz software, routinely checked the rundown throughout the show to confirm that all the graphics were inserted in their respective lines and were ready to be showcased for their upcoming on-air segments.
- Created graphics orders while promptly communicating with the producers and art coordinators to determine how the information would be artfully and editorially displayed on the graphic. Assisted in ordering set and guest backdrops; creating phoners, sotcovers, keyables, and teases; and covering in the graphics department for other MSNBC shows while training incoming graphics PAs.

### CBS THIS MORNING (CBS MORNINGS)

OCTOBER 2019 - MAY 2020

*Graphics Broadcast Associate*

New York, NY

- Joined the graphics editorial department for the multi-award-winning daytime news program on CBS.
- Assembled/brainstormed text, images, and other media for graphics that promoted upcoming programs, specials, and guests on the show. Fact-checked and proofread the graphic's content using AP style.
- Facilitated graphics orders, consulted with artists and producers, made editorial decisions/suggestions for graphics before they aired, examined the graphic to make sure it aligned with the script, and ensured there were no last-minute mechanical issues, editorial errors, or design problems within the graphic.

**HER CAMPUS**  
*Website Contributor*

FEBRUARY 2019 – APRIL 2019  
University Park, PA

- Devised original and versatile content for the number-one media site devoted to empowering and prominently showcasing the voices of college women.
- Regularly pitched and executed distinct story ideas with highly regarded college journalists who composed the organization's Penn State chapter.
- Ascertained that the writing aligned with the publication's brand, conversational tone, target audience, and style guidelines.
- Consistently applied eye-catching headlines, impeccable editorial judgement, project management skills, SEO best practices, and authority on a variety of interesting and trendy topics.

**DEFENDING RIGHTS & DISSENT**  
*Media Intern*

JUNE 2018 – AUGUST 2018  
Washington, DC

- Interviewed and profiled distinguished community members and civil rights activists/leaders for the nonprofit's main website, highlighting their advocacy work, community initiatives, and achievements.
- Contributed article content that analyzed and underscored several social causes, injustices, policy proposals, and calls to action, conducting interdisciplinary research and accurate sourcing in the process.
- Filmed, edited, and produced promotional videos for the group on Adobe Premiere, with the final product later being utilized for social media campaigns.

**THE UNDERGROUND**  
*Social Media Editor & Reporter*

SEPTEMBER 2017 – MARCH 2018  
University Park, PA

- Held an editorial position to craft and output daily social media copy for one of the first student-run publications solely focused on serving underrepresented and misrepresented groups at Penn State.
- Compiled and aggregated photos, spotted industry trends, employed best practices, scheduled posts, and monitored Facebook analytics tools and platforms to measure and report performance.
- Developed and executed social media strategies, formed a familiarity with social media advertising and influencer marketing, tracked social media channels, suggested different approaches, and maintained lasting and meaningful relationships to broaden the publication's reach and meet business objectives.
- Quickly turned in engrossing, well-written articles under strict deadlines, bringing a collaborative spirit, strong news judgement, innovative storytelling techniques, fact-checking, and a genuine interest in covering a wide range of noteworthy topics in real-time.

**THE LOWER EAST SIDE HISTORY**  
**PROJECT**

*Features Reporter & Research Intern*

MAY 2017 – AUGUST 2017  
University Park, PA

- Delivered SEO-optimized, high-quality, and fascinating digital stories related to the Lower East Side, such as spotlighting local businesses and community events to enhance coverage and keep the public informed and updated.
- Demonstrated self-motivation by identifying newsworthy stories within the community, extensively traveling throughout the area, contacting sources, obtaining interviews, making self-informed decisions, and following up on leads.
- Operated independently by gathering details and perspectives from community members and experts, cultivating clear and skillfully woven pieces, verifying the information, and guaranteeing that all aspects of the story adhered to journalistic standards before publishing.

## SKILLS

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- **Content Writing**
- **Copywriting**
- **Canva**
- **Microsoft Suite Products**
- **WordPress**
- **Search Engine Optimization**
- **Project Management**
- **Work Ethic**
- **Interpersonal Skills**
- **Decision-Making**
- **Time Management**
- **Communication**
- **Creativity**
- **Adaptability**