

ALLY BOLENDER

281-687-6188

BOLENDERALLY@GMAIL.COM

EXPERIENCED JOURNALIST,
STRONG WRITER & EMPATHIC HUMAN

EXPERIENCE

Community Impact Newspaper - Reporter

May 2021 - Present

- Assisted in managing social media accounts as well as company website, curated email newsletters
- Formed relationships with local business owners, government officials and media professionals
- Met 100% of deadlines
- Pitched and wrote timely stories for web and print, including leads, features, guides and meeting and event coverage
- Worked closely in graphic design process
- Wrote and published an average of 28 monthly digital stories

Freelance Copywriter

December 2020 - May 2021

- Worked alongside web designer and developer to curate marketing content for local businesses
- Wrote copy with distinguished tone and voice for a variety of brands

KTSW FM-89.9 - News Content Manager

August - December 2020

- Directed all editorial content published by the sole local news radio station provider for a 38,000 student population and 63,500 general population
- Managing editor for a team of five local reporters

KTSW FM-89.9 - Web Content Writer and Copyeditor

August 2019 - August 2020

- Copyedited articles for the KTSW blog
- Used CMS programs to post, manage and analyze content
- Wrote timely blog content, sponsored content

EDUCATION

Bachelor of Sciences in Journalism and Mass Communication Minor in writing

Texas State University, San Marcos, TX

- Summa cum laude
- President of Society of Professional Journalists
- Member of Council of Scholars

PROFILE

I am an experienced media professional seeking a UX writer position. Using my versatile skill set as a writer and content creator, I am eager to solve problems with effective copy.

SKILLS

Writing

- Blog writing, technical writing, media writing, copywriting and editing
- Working with style guides, voice and tone

Digital

- CMS management and website design
- Knowledge of HTML, CSS and basic JavaScript
- Copyfitting
- Newsletter creation
- Social media and web analytics, SEO

Journalism

- Comfortable working under deadlines, conducting interviews and multimedia creation
- Data reporting, data scraping
- Developing graphics
- Storytelling
- Translating complex concepts to readers

CERTIFICATIONS

Facebook Blueprint

Google Analytics

Hootsuite, social media marketing

Hootsuite, platform certification

HubSpot, social media certification

AWARDS

Community Impact Newspaper
Editorial Excellence, December
2021

Society of Professional Journalists
Scholarship Winner, 2020

LET'S KEEP UP

Portfolio
www.alb3042.wixsite.com/ally-bolender

LinkedIn
www.linkedin.com/in/ally-bolender