

ALEXA MARZINA

COPYWRITER

PERSONAL PROFILE

I'm a copywriter and editor with a track record of producing content that encompasses many subjects. I am always eager for new challenges and opportunities to use my writing skills.

RELEVANT SKILLS

- Copy Editing
- Proofreading
- Search Engine Optimization
- Creative Copywriting
- Commerce Copywriting
- Data Reporting & Analytics
- Customer Service
- Data Entry

EDUCATION

UNIVERSITY OF PITTSBURGH

Bachelor of Arts in Nonfiction Writing December 2020

 Nominated for Alexandra L. Rowan Writing Award in nonfiction

EMPLOYMENT HISTORY

TRIB TOTAL MEDIA

Media Specialist May 2019 - Present

- Film and produce live sports broadcasts for TribLive High School Sports Network
- Oversee creation and quality of on-screen graphics

Multimedia Intern May 2017 - August 2017

- Jumpstarted creation of community food vendors' profile series
- Scoured news wires and social media to aggregate trending news

THE PITT NEWS

Copy Editor January 2017 - April 2019

- Meticulously applied AP and house styles to copy and graphics
- Fact-checked articles of all genres before publication

Staff Writer February 2018 - April 2019

• Pitched, reported and wrote copy for news, sports and culture sections

WESTERN PENNSYLVANIA REGIONAL DATA CENTER

Communications Intern June 2018 - April 2019

- Analyzed three large datasets to create data visualizations
- Conduct interviews of data users for use in storybank