

# Alex Strausman

(516) 776-8210

ALEXANDRASTRAUSMAN@GMAIL.COM

## Skills

Digital Media, Copywriting, Content Creation, Influencer & Brand Partnerships, Client Relations, Team Management, Social Reporting, "In-the-know" on all Trends & Pop Culture, Attention To Detail, Storytelling

## Experience

OCTOBER 2018 - PRESENT

**The Door Online, NY, NY** - *Director, Digital Content Strategy & Influencer Relations*

*I've been on the team over the course of three promotions: Social Manager to Senior Social Media Manager and now my current role*

- Execute high impact social strategies & initiatives, including supervision of monthly editorial calendars and brand activations
  - Oversee all engagement and use learnings to inform future client digital blueprints
- Manage brand positioning across all social media channels for multiple clients advising on voice and overseeing large-scale influencer campaigns through from start to finish
- Collaborate with team on new business decks and pitch efforts

SEPTEMBER 2016 - JANUARY 2020

**Freelancer, NY, NY** - *Writer, Reporter & Social Media Consultant*

- **Us Weekly** - Covered high profile events interviewing A-list celebrities for exclusives
- **Elite Daily** - Pitched and wrote articles in the family/dating space, generating 100K+ shares per article
- **PRØHBTD Media** - Discovered rising talent for exclusive, long-form feature interviews
- **Various Brand Work** - Managed social media campaigns for hospitality & lifestyle brands

JANUARY 2017 - OCTOBER 2017

**MAKERS WOMEN (A Verizon Media Company), NY, NY** - *Editorial & Social Media Fellow*

- Launched social media platforms, reshaping brand's voice and curating exclusive creative content; reached 100K on Instagram at end of fellowship
- Scripted and edited exclusive, intimate green-room video coverage interviewing A-list celebrity talent
- Created "Inclusion Experts" editorial series interviewing those "Change-Maker" women with disabilities to advocate for awareness and equality

## Education

SEPTEMBER 2012 - MAY 2016

**UNIVERSITY OF DELAWARE, Newark, DE**

*B.A. English Major with a Film Concentration, Journalism & Integrated Design Minors*

- Alpha Epsilon Phi Sorority - Video & Photography Chair, Philanthropy Team Director, Sisterhood Chair
- The Review (*Independent Student Newspaper*) - Editor & Weekly Columnist
- UDress Magazine (*Student Run Fashion Publication*) - Senior Photographer
- Summer Internships: Rolling Stone Magazine Photo Department, Annie Leibovitz Studios, Us Weekly Editorial Intern