

ALICIA M. COHN

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AliciaCohn.com

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SUMMARY

With three years experience as a full-time reporter and four years experience in digital and strategic corporate communications, I pursued technical and design skills in order to become a passionate user advocate. My goal is to create and refine effective and audience-targeting website designs.

WEBSITE/DEVELOPMENT EXPERIENCE

- Supported two website launch projects, which involved target user research & content migration
- Designing & writing (HTML, CSS, PHP) responsive websites based on user needs & feedback
- Freelance design and prototyping projects: Digital portfolio at aliciacohn.com/portfolio

Galvanize: Zero to Web Designer (2015) and **Master of Web Design (2016)** workshops – Denver, CO
General Assembly: User Experience Design (2016-2017) – Denver, CO

RESEARCH & REPORTING EXPERIENCE

3 years as a full time reporter; freelance reporter 2009-current (aliciacohn.com/clips)

- Interviewing, researching and synthesizing complex information for time-sensitive reports
- Dealing with difficult, high-profile, or hostile interviewees
- Defending content to editors, sources, readers and press secretaries, including confronting the White House Communications Dept. and U.S. representatives
- Pitching and explaining ideas on a daily basis, editing content and rewriting

Yeas & Nays columnist at *The Washington Examiner*—Washington D.C. (February-June 2013)

Staff writer at *The Hill*—Washington, D.C. (June 2011-January 2013)

Freelance writer for national and regional outlets including *The Denver Post*, *5280 Magazine*, *The Washington Post*, *The Atlantic*, *Colorado Statesman*, *The Credits*, *Christianity Today*, *World*, etc.

COMMUNICATION EXPERIENCE

4 years in digital and corporate communications, plus freelance social media strategy campaigns

- Media relations, including preparing sources for interviews
- Distilling, presenting, and reiterating information, including in high-profile and crisis situations
- Managing website content and email marketing campaigns, including HTML formatting, building special projects and writing and presenting tutorials on CMS use to other departments
- Managing analytics using Google Analytics, Attentive.ly, SiteImprove, Bit.ly; advocating ROI
- Directing & editing video using iMovie, including welcome video shown on jumbotron at Mile High

Communications specialist at Colorado Parks and Wildlife—Denver, CO (Sept. 2016-current)

Communications coordinator at Brownstein Hyatt Farber Schreck—Denver, CO (Sept. 2014- July 2016)

Digital media associate at Heritage Foundation—Washington, D.C. (August 2013-April 2014)

EDUCATION

Bachelor of Arts, cum laude, in **English: Writing & Communication: Media Studies**, May 2009
Wheaton College, Wheaton, IL