



Alex Harrell

Journalist & Graphic Designer

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WORK EXPERIENCE

Managing Editor & Graphic Designer

December 2018 - October 2020

Mann About Town in New York, New York

Chief curator and No. 1 point of contact for Mann Publications' inaugural consumer magazine, Mann About Town.

- Managed daily operations; reported directly to the publisher to delegate and direct magazine's direction
- Designated, designed and supervised 100+ elements of print and online visual and editorial content
- Devised and approved 10 editorial budgets, themes, pitches and targeted industry coverage
- Scheduled biweekly meetings with sales department to target potential advertisers and bring in new business
- Ensured editorial and design teams were working together constructively to meet strict deadlines
- Acted as liaison with printing house, digital publications team, IT department and 10,000+ magazine subscribers
- Taught and implemented industry-standard tools such as InCopy, CMS systems, and style guides to team of 5
- Attended hundreds of industry-related events to build brand awareness and network with potential sources and advertisers

Associate Editor

December 2018 - October 2020

Fashion Manuscript and The Mann Report in New York, New York

Associate editor of Mann Publications' business-to-business magazines, Fashion Manuscript and The Mann Report.

- Authored 20+ fact-checked and researched, carefully written and relevant feature stories
- Proofread, revised, and edited all content for 50+ magazines across the fashion and real estate industries
- Maintained strong digital presence; grew Instagram reach by 4m%; Twitter impressions by 2.6m%; Facebook engagement by 985%
- Curated seven relevant weekly newsletters sent to 10,000+ subscribers via Constant Contact
- Spearheaded all CRE tech, fin-tech, femme-tech and wearable-tech ventures; increased engagement and readership by 22.3%
- Maintained relationships with 300+ industry insiders, brands, contributors and freelancers
- Created and updated cross-disciplinary databases encompassing thousands of industry contacts

Associate Editor

September 2016 - May 2018

Music Inc. Magazine in Chicago

Second in command of this music retail trade pub's two-person editorial staff.

- Co-conceived 20 themed issues ranging from 75-100 pages including special editions
- Wrote 50 articles in diverse styles including trend forecasting, profiles, galleries, round-ups and how-to pieces
- Maintained relationships with 200+ industry insiders, manufacturers, retailers and influencers
- Produced eight 100+ page newspapers for industry's largest trade show
- Managed social media, breaking news, freelancers, PR contacts and gear database

EDUCATION

CELTA: Pass B

Teaching House, New York, NY

February 2021

Bachelor's in Journalism

Columbia College Chicago Chicago

2012-2016

Bachelor's in Graphic Design

Columbia College Chicago Chicago

2012-2016

SOFT SKILLS

- Collaborative
- Critical Observation
- Leadership & Management
- Public Speaking & Persuasion
- Roll Up Your Sleeves Attitude
- Tenacious

HARD SKILLS

- Copy Editing & Proofreading
- Data Mining
- Editing & Fact Checking
- Strategic Planning
- Trend Forecasting
- Writing & Reporting

TECHNICAL SKILLS

- 2D Design & Page Layout
- Adobe Creative Suite
- CMS Platforms
- HTML & CSS
- Microsoft Office Suite
- SEO Strategies

BEATS

- CRE & Prop-Tech
- Culture & Lifestyle
- Fashion & Luxury Writing
- Jewish Affairs
- Retail & Business
- Travel & Wellness

