

Alejandra Arevalo

Email: aaz298@nyu.edu | Phone: (917) 215-6597 | Address: 47 W 13th St, New York, NY 10011

EDUCATION

New York University, College of Arts and Sciences | New York, NY

BA expected May 2021

Journalism and Sociology major, Integrated Digital Media minor | GPA: 3.7

Coursework: Research Methods, Investigating Journalism, Multimedia Reporting, Web Development

Study Abroad: New York University Shanghai | Shanghai, China

Feb. 2019 – May 2019

Honors: Dean's List for Academic Year (2018-2019)

JOURNALISM AND DIGITAL MARKETING EXPERIENCE

Crown Media Group | New York, NY

Digital Marketing Intern

Nov. 2019 – present

- Create marketing campaigns and use SEO to generate traffic to their website and social media platforms

NYU Politics Society Podcast | New York, NY

Audio Producer

Oct. 2019 – present

- Pitch story ideas related to American and international politics and edit podcast episodes with Pro Tools

Washington Square News (NYU Student Newspaper) | New York, NY

Copy editor

Aug. 2019 – present

- Fact check, proofread and edit content for correct grammar and style adhering to AP style

Contributing Writer and Photographer

Jan. 2018 – present

- Pitch, set-up interviews and write articles on dining, features and profiles sections

- Photograph for dining, fashion and photo essay sections including coverage of the New York Fashion Week

Celebrate Women 2019 (International Exhibition) | Shanghai, China

March 2019

Digital Photographer

- Selected to exhibit DSLR portraits that explore the concept of womanhood

Fresh U (Online Publication) | New York, NY

Staff Writer

July 2017 – July 2018

- Covered stories related to Latinx community and promoted them on social media

LEADERSHIP, VOLUNTEER AND RESEARCH EXPERIENCE

NYU Residential Life (Senior House Residence Hall) | New York, NY

Resident Assistant

Aug. 2019 – present

- Create a living and learning environment that promotes academic growth and community bonding through activities such as floor meetings, social events and one-on-one conversations

Shanghai Jiu Qian Volunteer Center | Shanghai, China

English Teacher

Mar. 2019 – May 2019

- Developed and implemented a three-month-long English program for high-schoolers resulting in improved conversational, reading and writing skills

NYU Sociology Department | New York, NY

Research Assistant – Topic: Families' Racialized Choice of NYC Public Schools

Sept. 2018 – Oct. 2018

- Recruited over 100 participants and administered surveys at school admissions events, explaining research and answering questions in Spanish when surveying Spanish-speaking families

SKILLS

- **Languages:** Fluent in English and Spanish, conversational French (B1), elementary Mandarin
- **Web/Design:** HTML 5, CSS, JavaScript, Adobe Illustrator, Adobe InDesign, WordPress, SEO, MailChimp, GitHub
- **Photo/Video/Audio:** DSLR camera, Photoshop, Lightroom, Premiere Pro, After Effects, HD Camcorder
- **Software:** Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Google Apps