

## ALANA PIPE

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### EDUCATION

**CUNY Graduate School of Journalism**  
Master of Arts in Journalism

**Expected December 2017**  
*New York, New York*

**McGill University**  
Bachelor of Arts in English Literature  
Minor in Political Science

**April 2013**  
*Montreal, Canada*

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### WORK EXPERIENCE

**Customer Experience Associate**  
*Blue Apron*

**January–July 2016**  
*New York, New York*

**(delivers perfectly portioned, farm-fresh recipe ingredients)**

Consistently managed a high volume of customer complaints on social media platforms. Converted customer feedback into highly useful data for other to other areas of the company. Demonstrated patience and persuasiveness in dealing with customers from all over the United States. Regularly met productivity expectations and exceeded customers' quality expectations.

**Editorial Assistant**  
*Seleni Institute*

**September 2014–January 2016**  
*New York, New York*

**(non-profit organization specializing in maternal mental health care)**

Wrote website copy optimized to improve SEO ranking for all of Seleni's webpage. Analyzed data from the website and social media, and communicated it to the editorial team. Proofread, formatted, and published all editorial pieces on our website. Selected all photos that went on Seleni's website, social media, and newsletter. Published articles, events, blog posts, and news on multiple social media platforms.

**Social Media Manager**  
*Vivalogue*

**May 2013–Sept 2014**  
*Worked Remotely, Based in London, UK*

**(offers advice and book promotion for self published authors)**

Devised social media templates and strategies particular to individual needs of clients. Designed advertisements on Facebook. Generated social media posts that appeal to selected target markets. Networked with compatible organizations and publishers to expand support for the company.

**Receptionist**  
*BMO Nesbitt Burns*

**May–Aug 2012**  
*Vancouver, Canada*

**(an investment firm with 70 locations across Canada)**

Worked with confidential information. Upgraded account histories from paper files onto a personal database. Greeted phone calls from a wide range of clients and redirected them to the appropriate stockbrokers. Demonstrated patience in dealing with difficult clients.

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### SKILLS

**Audio:** Marantz Recorders, ProTools, Audio Hijack  
**Visual:** WordPress, Adobe Photoshop, Acrobat, CSS, HTML  
**Intermediate French**

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### MORE ABOUT ME

**Seasoned Marathoner, Travel Blogger, Active Volunteer for New York Road Runners**