

ANILA ALEXANDER

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WORK EXPERIENCE

Product Configuration Analyst, *Vitals*

Nov. 2015 – Present

- Maintained workflow via JIRA, assigned tickets to team members, and found solutions for software bugs and defects
- Utilized HTML, CSS, Javascript, and JSON to tailor the VitalsChoice platform to meet client needs
- Collected, analyzed and interpreted business requirements in order to translate them into configurable settings

Web Producer, *Politico*

Aug. 2013 – July 2015

- Reported on retail breaches and major study findings for Morning Cybersecurity, a policy tipsheet
- Copy edited whiteboards and stories for AP style, grammar and syntax
- Wrote headlines and teases for articles ranging from agriculture to defense policy
- Edited photos in Adobe Photoshop and posted video content

Reporter, *International Business Times*

Mar. 2012 – Aug. 2012

- Wrote six 400 to 700 word articles daily covering politics (world/U.S.), business, crime, careers, fashion, culture, marketing and science beats with a unique spin
- Administered SEO practices so articles hit maximum level in search and social media
- Made slideshows, tweeted out articles, conducted and transcribed interviews

FREELANCE EXPERIENCE

Social Media Content Manager, *BrandFOG*

Sept. 2012 – Dec. 2014

- Developed social media strategies for global executives at top tier companies
- Wrote tweets with appropriate hashtags to grow audiences steadily each week

Writer, *Vitamin W*

Apr. 2013 – Aug. 2013

- Reported, wrote, and created infographics for articles about women's issues

INTERNSHIPS

Development Intern, *Forbes*

Mar. 2011 – May 2011

Reporting Intern, *The New York Observer*

Feb. 2011 – May 2011

Editorial Intern, *Vogue*

Oct. 2010 – Dec. 2010

News Intern, *New York Daily News*

July 2010 – Sept. 2010

VOLUNTEER EXPERIENCE

Co-Founder, GALs (General Assembly Ladies)

Dec. 2015 – Present

- Founded a group for women in technology to gather, code, and share their experiences working in the industry
- Liaised with companies to receive sponsorship and contacted potential speakers and panelists

EDUCATION

General Assembly

Certificate in Full-stack Web Development

April 2015 – July 2015

New York University

BA Journalism and Politics

Sept. 2008 – Jan. 2012