

ALEX HOROWITZ

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PROFESSIONAL SUMMARY

COMMUNICATIONS & PUBLIC RELATIONS LEAD employing extensive experience in **media production**, **sports reporting**, **corporate strategy**, and **consumer engagement** to successfully lead and execute **organic outreach tactics** that bolster **subscribers**, **viewership**, and **online traffic**. Results-driven professional with a proven record of piloting **regional** and **global communications** initiatives that produce significant increases in **engagement** while achieving **organizational objectives** for **brand expansion** and **awareness**. Dedicated team player adept at **collaborating cross-functionally** to identify **valuable leads**, uncover and **develop stories**, and curate **feature-length articles** and **condensed content** for **social media**, **sports**, and **corporate structures**.

AREAS OF EXPERTISE

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|-----------------------------------|--|--------------------------------|
| ✓ <i>Strategic Communications</i> | ✓ <i>Media Production</i> | ✓ <i>Public Relations</i> |
| ✓ <i>Sports Reporting</i> | ✓ <i>Corporate Communications</i> | ✓ <i>Story Development</i> |
| ✓ <i>Media Relations</i> | ✓ <i>Social Media Programs</i> | ✓ <i>Promotional Strategy</i> |
| ✓ <i>Consumer Engagement</i> | ✓ <i>Cross-Functional Coordination</i> | ✓ <i>Global Communications</i> |
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SELECT ACHIEVEMENTS

- Significantly increased MetricStream **Share of Voice** from 5% to 12% across the U.S. **region** during tenure, working with **cross-functional teams** to execute **strategic communications** to achieve **company goals**.
 - Spearheaded the **Public Relations** functions of an independent **sports website**, piloting **outreach** to more than 800 university contacts to **identify leads** and promote weekly newsletters; recognized for directing a **campaign** that yielded a 27% increase in email newsletter **subscribers** through **organic outreach**.
 - Secured over 4,000 unique **page reviews** within the first two months of working at Joker Mag, facilitating **virtual interviews** with professional athletes and producing **feature-length stores** that made a direct impact in driving more than a 25% increase in **organic traffic** across a three-month period.
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PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

MetricStream – New York, NY
Communications Lead – Remote

2021 – 2022

- Authored and launched **press releases**, **communication plans**, and **proposals** for the **industry leader** in **integrated risk management (IRM)**, ensuring effective **releases** of **new products** including **solutions** for **management**, **governance**, **risk**, and **compliance initiatives**.
- Assisted with the execution of **media relations**, **executive communications**, and **social media programs** that help raise awareness while establishing a reputation as a top provider for **risk management services** and **GRC**.
- Interfaced directly with **Public Relations agency partners** as the primary **point of contact (POC)** for extending guidance and support with **media relations** activities and delivery of the **global communications plan**.
- Drafted and edited **media opportunities** and executive **bylines opportunities** for **senior leadership**, aiding in **publications** for **high-profile** professional outlets including **Forbes** and **Global Banking and Finance Review**.
- Operated on a **cross-functional team** to craft **media pitches**, **news releases**, **digital content**, contributed **articles**, and **short-form social media posts**, directly affecting growth in **brand awareness** and **engagement**.

Joker Mag – Philadelphia, PA**2021****Director of Public Relations – Remote & Contracted**

- Performed **contextual research** on athletes to produce and **edit condensed Twitter posts**, propelling a substantial increase in **viewership** of **published stories** and drove **engagement** with **online readers**.
- Obtained over 300K **impressions** within five months of heading the new **social media content strategy**, planning the development of curated **stories** related to professional athletes that bolstered **viewer rates**.
- Piloted outreach to an extensive **portfolio** of university contacts to compile **story materials** and promote weekly newsletters, catalyzing more than a 20% increase in **subscribers** for the **independent sports website**.

DB Grant Associates – New York, NY**2020****Proposal Writer & Communications Specialist**

- Served on a **team of writers** to analyze **requests for proposals (RFPs)**, prepare **written evaluations**, and lead meetings with **senior staff** and **subject matter experts (SMEs)** in order to determine **proposal responses**; delivered support with **research**, **proposal preparation**, and extensive **editing**.
- Developed new and **engaging content** for **social platforms** – including **Twitter**, **Yammer**, **LinkedIn**, and **corporate websites** – in alignment with **brand guidelines**, **values**, and the overall **company mission**.
- Partnered closely with **program** and **subject matter experts** on a **national scale** to gather **information** and ensure accurate representation of services; compiled **business development plans** and **competitive analysis** reports to determine upcoming **RFP opportunities**.
- Functioned as a member of the Culture Crew, providing virtual **team building opportunities** to colleagues.
- Leveraged elevated **writing skills** to develop and **edit** a multitude of **documents**, offer **graphic design support**, and suggest **branding guidance** across **cross-functional departments**.

The New York Post – New York, NY**2019 – 2020****Sports Clerk**

- Gathered **statistics**, **standings**, **box scores**, **television information**, and **betting lines** to partner with the **Night Editor** and determine **page layout** and **accuracy** for the **section content**.
- Created, edited, and designed the weekly “Sports on Air” **spread** for each Friday **newspaper**, highlighting games on New York area **television** compiled from various leagues fulfilling active seasons.
- Received selection to **cover** and **report** on the NCAA St. John versus DePaul men’s basketball game, publish the Super Bowl LIV quarter-by-quarter **summary**, and “By the Numbers” graphic.

CURRENT FREELANCE EXPERIENCE**Joker Mag – Freelance Writer****Metsmerized Online – Freelance Writer****River Journal Online – Freelance Writer****Clutch Points – Freelance Writer**

EDUCATION**Bachelor of Arts (BA), Media & Communications***Minor: Creative Writing*

Muhlenberg College

TECHNICAL SKILLS**Microsoft Office Suite**