



ALENA R. SCHWARZ



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MEDIA EXPERIENCE

Designer/Editor, Level II, McClatchy Publishing Center *December 2014 - Present*

Cut stories for print, rewrite headlines, compile sports roundups, and design news, sports and features pages for McClatchy's 26 newspapers. Also responsible for choosing news and sports daily content lineups.

Extra Responsibilities:

- Head of the Publishing Center's Diversity Panel: Tasked with developing recommendations for the company meant to increase diverse representation in the content that appears in papers and digital editions, including leading audits of the content on all 1As and the three wire desks (news, sports and features).
- Trained as a "coordinator;" tasked with solving problems between all areas of the Publishing Center, including working with newsrooms, the advertising department, press rooms and those working at the Publishing Center.

Accomplishments:

- Adapting to annual restructuring, workflow and responsibility changes
- Training new and current staff
- Receiving cross-training on nearly every position at the publishing center
- Meeting an average of 10 different deadlines per day

Staff Writer/Photographer, Capitals Outsider;

May 2011 - October 2018

Covered Washington Capitals games and events for the credentialed blog, which included interviews with coaches and players.

**Copy Editor/Page Designer,
The Island Packet and Beaufort
Gazette;** *July 2013 - December 2014*
Copy edited stories, and designed news and feature pages for the daily newspapers.

Travel Intern, USA TODAY

Summer 2012

Compiled online city guides for 75 U.S. cities with information such as top restaurants, night life and activities.

Various Positions,

The Towerlight

October 2009 - May 2013

• **Sports Editor, May 2012 - May 2013:** Edited and assigned all stories and beats for Towson University's student-run newspaper, managed online content, tweeted stories, designed the section, and organized photographers and videographers.

• **Photographer and sports reporter, October 2009 - May 2013:** Photographed sporting events, plays and other campus events weekly. As a reporter, covered Division-I sports, including volleyball, women's basketball and gymnastics. Also wrote features and season previews.

Sports Editor, Oakton Outlook

June 2008 - June 09

Covered sports for Oakton High School's (in Vienna, Va.) student-run newspaper. Edited and assigned stories, designed the section and took photos. Previously held staff writer position.

EMPLOYMENT

McClatchy Publishing Center;
December 2014 - Present
Level II Designer and Editor

The Island Packet and Beaufort Gazette;

July 2013 - December 2014

Copy Editor and Designer at *The Island Packet* and *Beaufort Gazette*, in Bluffton, S.C.

Baltimore Student Media

Group; *May 2012 - May 2013*

Sports Editor at Baltimore Student Media, a non-profit organization that publishes *The Towerlight* in Towson, Md.

SKILLS

• **ADVANCED:** Adobe InDesign and Photoshop, and Microsoft Office products

• **PROFICIENT:** Adobe Dreamweaver and Illustrator, and HTML

• **EXTENSIVE KNOWLEDGE:** **Editing,** AP Style, social media, editing, design, photography, writing skills, SEO, interviewing; also knowledge of various sports, including: ice hockey, volleyball, gymnastics, basketball, soccer, lacrosse, swimming and football

EDUCATION

Towson University, Md. (2013)

Bachelor of Science,
Mass Communication,
Concentration: Journalism