

ALEXIS MANSANAREZ

PROFESSIONAL SUMMARY

Innovative writer who prioritizes intersectionality to give readers holistic perspective and knowledge. Thrives when executing collaborative storytelling and works to find unique ways of delivering a narrative. Excels at translating complex material into accessible and compelling content. Focuses professionally and personally on amplifying stories of marginalized and underrepresented peoples. Crafts writing that breathes humanity into subjects and their stories. Working independently or with teams on projects in a fast-paced environment is absolutely natural and comfortable for me.

PROFESSIONAL SKILLS

- Creative approach to standard stories
- Functions well under deadlines
- Writes SEO-friendly headlines
- Keen eye for detail
- Prioritizes efficient workflow
- Knowledge of AP Style
- Adept in social media content analytics, curation
- Comfortable reporting from live events, including breaking news, protests, and sports
- Strong editorial judgment, fact-checking ability
- Successfully executes self-initiated projects
- Proficient in:
- Adobe, CMS, Gsuite, Microsoft Office, Slack, WordPress

EDUCATION

BACHELOR OF ARTS
MAJOR IN COMMUNICATION,
POLITICAL SCIENCE

University of Washington
Awarded in 2017

CONTACT

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WORK EXPERIENCE

FREELANCE FEATURE WRITER

July 2020 - present

- Brings WNBA coverage to a global non-profit outlet, The Real News Network, detailing player activism in the league's single-site location for 2020 season
- Focuses on WNBA mothers juggling parenthood and athletics for The Next, an independent, subscriber-based women's basketball platform
- Gets exclusive interviews and publishes content on corporate blogs, including Finish Line's The Fresh Press

ASSOCIATE EDITOR, FEATURE WRITER

The Draft Network | Nov 2019 - June 2021

- Team leader for staff of 12 writers and football scouts
- Generates daily content for online publication, sets agenda, updates calendars, and works with social media manager to push content
- Works hand-in-hand with managing editor to tailor daily reporting assignments to latest breaking news and most impactful storylines with a social-first mindset
- Maximizes audience engagement using Google and Twitter trends as well as SEO-friendly headlines
- Copywrites and executes campaign strategies for Juju Smith-Schuster's mobile application, TEAM JUJU
- Responsible for researching and writing monthly columns detailing college athlete activism pertaining to social justice issues, including the Black Lives Matter movement

BEAT WRITER, CONTRIBUTING WRITER

The Athletic | May 2019 - May 2021

- Uniquely tells narrative-driven stories with COVID-19 restrictions of 2020 WNBA season by employing oral-history formats and second-person accounts
- Collaborates with other writers to provide unique analysis and framing in the form of published roundtable discussions and live Q&A's
- Focus on issues pertinent to the league in the current climate and chronicled WNBA players who were overseas during the start of the COVID-19 pandemic
- Beat writer for WNBA's Phoenix Mercury for 2019 season

DIGITAL JOURNALIST

Stats Perform | August 2018 - November 2019

- Delivered engaging and timely copy to drive Stats Perform's syndicated editorial sports products and internal portals by covering live events, including the U.S. men's national soccer team and USGA's 2019 U.S. Open and PGA Tour's 2019 Phoenix Open
- Executed content production and took part in a rigorous sub-editing process with a staff of ~10 writers
- Ensured copy is tight, accurate, and engaging for a global sports audience