

Alexander Evans

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Summary

A highly-organized, detail-oriented, self-motivated and hard-working communications professional. Core skills include written and interpersonal communication, thriving under deadline pressure, multitasking, content creation, print and audio editing, research, fact-checking, and critical and analytical thinking. Proficient in Microsoft Office Suite, Visual Studio, WordPress, SEO, iMovie, GarageBand and Adobe Premiere.

Education

William Paterson University, Wayne, NJ
Bachelor of Arts/Communications
Major: Communications
Concentration: Print Journalism
Minor: Media Studies
GPA: 3.982

September 2015 – May 2019

Honors and Awards

- National Society of Leadership and Success Inductee (2016)
- Founding member and Treasurer of William Paterson’s Inaugural Chapter of the Society of Professional Journalists (2017 - 2019)
- Lambda Pi Eta Inductee (2019)
- Dean’s List (Fall 2015 - Fall 2018)
- Excellence in Journalism Award (2019)
- Dean’s Award for Creative Excellence (2019)

Work Experience

Michaels Craft Store, Paramus, NJ

October 2022 – February 2023

Replenishment Team Member (Seasonal)

- Adhered to Standard Operating Procedures (SOP’s) and company programs to ensure compliance to applicable laws and requirements.
- Participated in truck unload and stocking processes to ensure truck standards were followed and completed within budget.
- Participated in the planogram process (POG’s) in both SBA and seasonal to ensure they were completed timely and accurately.
- Helped maintain seasonal sets and the feature space to the store’s visual merchandising standards on a daily and weekly basis.
- Provided a well merchandised and in-stock store for the customer to shop.
- Acknowledge customers and helped locate product and provide solutions.
- Performed Store in Stock Optimization (SISO) duties as assigned.

Larry Brown Sports, Remote

May 2022 – August 2022

Staff Writer

- Responsible for pitching and publishing 5-12 sports stories per shift.
- Spotted and quickly reacted to news trends using sources such as Google Trends, Twitter, Facebook and other platforms.
- Used Google Analytics to spot trends and identify opportunities.

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- Promoted the site's content through our Facebook page and mobile app.
- Utilized our photo account to access, crop and size photos to accompany stories.
- Compilation of published articles: <https://larrybrownsports.com/author/alex-evans>

National Vision Administrators, L.L.C., Clifton, NJ

November 2019 – May 2022

Proposal Writer

- Responsible for developing customized responses to questionnaires, RFPs and other requests for information.
- Maintained and updated proposal libraries including quarterly department response review.
- Reviewed a daily pipeline to forecast a daily timeline and proactive opportunities for timely managed vision care proposal submissions.
- Worked with team members and other departments to collect required information for timely and accurate completion of questionnaires.
- Proofread and edited documents for style, formatting, consistency, grammar and accuracy.
- Other duties, such as graphics, plan design review and exhibit creation and updating, as assigned.

Glenmark Pharmaceuticals, Paramus, NJ

August 2019 – November 2019

Corporate Communications Associate (Contract)

- Responsible for helping launch the intranet for a new company, including creating pre-launch and post-launch content and collecting Human Resources, IT and Legal documents for their respective resources/materials intranet pages.
- Helped plan and execute pre-launch and post-launch town hall meetings, including booking space and procuring and setting up webinar equipment, artwork and branding.

Glenmark Pharmaceuticals, Paramus, NJ

December 2018 – May 2019

Corporate Communications Intern

- Responsible for helping the director of corporate communication run the company's internal communications, including writing and editing the quarterly newsletter "EnerG," website content development and filming and editing video.

The Bergen Record (North Jersey Media Group), Woodland Park, NJ

June 2018 – July 2018

News/Sports Intern

- Wrote breaking news stories, feature stories and op-eds.
- Curated social media accounts, developed videos, built galleries and executed special projects.
- Conducted interviews for the News and Sports Departments for feature stories on Noah Syndergaard, Eli Manning, Evan Engram, and Darrelle Revis.
- Wrote stories for a wide range of high school and professional sporting events (e.g. Rutgers high school football 7-on-7 tournament, New York Giants training camp, the Subway Series, Citi Noah Syndergaard Baseball ProCamp, and former New York Jet Darrelle Revis' retirement press conference).
- Assisted in the research and publication of North Jersey summer celebration and recreational activity information.
- Compilation of published articles: <https://alexander-evans.weebly.com/my-work.html>

First Vision Media Group, Maywood, NJ

June 2017 – August 2017

Assistant Editor

- Responsible for writing and fact-checking short write-ups and feature articles on products pertaining to the optometry field for three magazine publications (Vision Care Product News, Optical Lab Products and Optometric Office).

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- Responsible for running the company's LinkedIn, Twitter and Facebook social media accounts for its three publications.

Relevant Activities

The Quad Pod with the Evans Quadruplets, Midland Park, NJ

August 2022 – Present

Creator/Co-Host/Producer

- Created “The Quad Pod with the Evans Quadruplets,” a podcast where my three siblings and I share our unique experiences growing up as quadruplets.
- Co-hosted and produced all episodes, and was responsible for editing all episodes into an easily-digestible and entertaining show for listeners post-production.
- RSS feed: <https://feeds.buzzsprout.com/2044263.rss>

Relevant College Activities

The Beacon: William Paterson University Newspaper, Wayne, NJ

April 2016 – May 2019

Managing/Production Editor

- Responsible for final layout and edit of the bi-weekly print edition using Visual Studio; second-in-command to the Editor-in-Chief (September 2018-May 2019).

Opinions Editor

- Responsible for writing and editing opinion pieces written by staff writers, and brainstorming topics for the section (December 2016-June 2018).

Staff Writer

- Responsible for covering campus events, including athletic events and guest speaker appearances (April 2016-May 2019).

WP 88.7 FM Brave New Radio*, Wayne, NJ

October 2016 – September 2018

On Air Personality

- On air personality for “The Sports Drive,” a weekly sports talk show.

Game Producer

- Producer for William Paterson University football, basketball, and baseball games using Radio Systems Millennium. Responsible for playing PSA's and music in the studio during game breaks, controlling audio levels and microphones for the color and play-by-play commentators, and conducting pre-game, halftime, and post-game shows.

- * Brave New Radio is one of the top college radio stations in the country, winning Intercollegiate Broadcasting System (IBS) awards in 2017 and 2018 for Best College Radio Station with a student population of 10,000 students or more, as well as a 2018 NAB Marconi Award for non-commercial station of the year.

Scout Media Network, Remote

June 2016 – July 2017

Intern Writer

- Wrote articles covering the New York Mets (Amazin' Clubhouse) and the New York Giants (The Giants Beat) using press releases from both teams. Co-hosted the Giants Beat podcast show, previewing and recapping games each week.

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Fresh U, Syracuse, NY

October 2015 – May 2016

Staff Writer

- Contributed over 10 bi-monthly and monthly-published articles, covering topics ranging from politics to collegiate athletics.

Social Curator

- Responsible for finding relevant online graphics/content for editors to use on Fresh U's social media Facebook, Twitter, Instagram, and Tumblr accounts.