

Alexandra Frost
Frost Freelance, LLC

Portfolio: www.alexandra-frost.com Email: alexfrst@frost-freelance.com

Journalism Experience

Contributor (2008-2022): Washington Post, Huffington Post, Women's Health, Shape, Business Insider, Glamour, Today's Parent magazine, Parents, Healthline, Reader's Digest, Courier Newsroom, We Are Teachers, Your Teen Magazine, Noodle, Apartment Therapy, The Prepared Blog, Let Grow, Cincinnati Mom Collective, WCPO Channel 9 Cincinnati, Dayton Daily News/Cox Media, Cincinnati Enquirer, Cincinnati Parent magazine, Auto Dealer Monthly and West Chester/Liberty Lifestyle magazine.

Content Marketing/Copywriting Experience

Change Healthcare Social media, email marketing, magazine advertisements, and articles on healthcare technology
Itivate Industry articles for a consulting firm focused on workplace mental health and change in corporate culture
Fresh Clean Tees High-engagement, short, product-integrated blog posts for a primarily male audience
Northwell Health System Personal and reported essays on subject matter experts in women's health
Burn Boot Camp Email copywriting and editing, blog writing, ad editing
Next Level Wardrobe Ghostwriter/Blogging for a personal stylist
Ascend Behavioral Partners Medical Writing/Blogging for families dealing with autism
Mother Figure Personal essays, product reviews, and researched pieces on pregnancy/postpartum life
Burn Media Podcast research and show notes for popular podcast "Coffee and Kettlebells"
Birchbox Branded Content Contributor and social media promotion for high-end makeup company
Inspo Text message news startup collaborator/contributor
Independent School Management Wrote articles for a newsletter geared towards private school leaders
Lebanon Ford Dealership Company Website Blogger and vehicle tester

Editing and Proofreading

Shareable (2021) Worked directly with journalists to enhance and improve their content for community-based change topics as a part of the Shareable editorial team. High familiarity with AP style.
Healthline (2020) Article updating/editing: Improving current content by updating articles with the most recent medical news, revising for a more empathetic voice and editing for clarity.
Sycamore High School Journalism (2018-2020) Adviser/Editor: Training young journalists on best practices in AP style, developing authentic writing voice, using InDesign for magazine layout and photo education, and editing award-winning monthly news magazine and website.
Miami Quarterly (University Magazine) (2007-2009) Feature editor, then Editor in Chief: Doubled readership, organized PR campaigns and new website, communicated between writers, editors, and visual team.

Skills and Programs

Technical skills: SEO optimization/keyword integration and training on multiple programs, Grammarly, Google Apps, Wordpress, InDesign proficiency, Website and Google Analytics familiarity.
Communication skills: High-level professionalism in reporting with community and expert sources, professional training in communication and interviewing best practices
Language skills: Moderate Spanish Proficiency
Content Management Systems: familiar with a variety of systems, able to adapt to using each for client's convenience

Education

Miami University, Oxford, Ohio. Masters of Arts in Teaching, Secondary Education, Integrated Language Arts (2011)
B.A. in Mass Communications/Journalism, Spanish minor (2009)
University of Virginia: Study Abroad: Valencia, Spain (2007)

Honors/Awards

Miami University (2009) English Department Senior Writing Award, First Place
Society of Professional Journalists Awards (2009) Best Portfolio/Feature Story/Column/Enterprise Story