

Alma Washington

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Skills

Project management • email marketing • audience acquisition • social media strategy • search engine optimization • HTML/CSS • Google Analytics • Parse.ly • budget management • documentation

Experience

News Revenue Hub

Senior Project Manager | December 2020 - present

- Trained and managed a team of three project managers in membership marketing strategy for 60+ newsrooms.
- Lead the development of two fundraising toolkits, complete with campaign roadmaps, email copy, design assets, and reporting guides. Provided high-level strategy and day-to-day support for campaign execution.
- Created internal products - including onboarding documentation and training guides - that were instrumental to our organizational restructure.
- Managed copywriting and customer service contractors - two of which I recruited. Approved invoices and assigned projects on a bimonthly basis.

Project Manager | October 2019 - December 2020

- Worked with over 20 news organizations to help them launch, maintain and grow membership programs.
- Developed reader surveys and analyzed results to build email marketing and acquisition strategies.
- Created dozens of Salesforce reports, membership best practice guidelines and strategic plans that aided organizations in creating reader revenue.
- Designed and taught SEO curriculum that was used in multiple Google-funded audience labs.

The News & Observer & The Durham Herald-Sun

Regional Audience Growth Producer | November 2018 - September 2019

- Managed social media strategy for two news products. Trained reporters and editors on social media tools and best practices. Created social plans for long-term projects.
- Managed homepages, push alerts and newsletters for two newspapers.
- Coached staff on SEO tag writing and best practices. Edited and wrote SEO tags for stories and projects.
- Completed a site-wide SEO clean-up project. Surveyed SEO and sections of The Charlotte Observer and rewrote meta-tags for every section of the paper.

Dallas Morning News

Data and Interactive Design Intern | June 2018 - August 2018

- Scraped data and performed data analysis for reporters
- Designed and coded graphics and interactive components to accompany stories

UNC Department of Housing and Residential Education

Community Manager | Jan 2017 - May 2018

- Supervised nine resident advisors and eight office assistants as a full-time student.
- Created, implemented and trained staff in all office procedures for my residence hall.
- Managed 24-hour service desk for a residence hall of over 400 students.
- Maintained a community budget of over \$10,000

Education

The University of North Carolina at Chapel Hill, Class of 2018

B.A Media and Journalism – Interactive Multimedia Concentration • Minor: Creative writing, writing for the screen and stage