



ALYSSA CHANEL WILSON

### Contact

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### Professional Summary

A tenacious digital journalist with experience in breaking news, digital strategy, and writing for online publications. Seeking to use my creativity and experience to increase a brand's page views, social following, and/or revenue.

### Education

#### REGENT UNIVERSITY

Ph.D. in Communication | May 2026

#### SYRACUSE UNIVERSITY

M.S. in Communication | May 2021

- Dual specialization in Advertising and Media Management

#### MONMOUTH UNIVERSITY

B.A. in Communication | May 2018

- Dual concentration in Television/Radio and Journalism/Public Relations

### Organizations

- Alpha Kappa Alpha Sorority, Inc.
- National Association of Black Journalists
  - Leadership Academy Mentoring Program

### Skills

- AP style
- Attention to detail
- Collaboration
- Copyediting
- Integrity
- Leadership
- Newsgathering
- News judgment
- Social media
- Storytelling

### Experience

FOX 29 WTXF | Feb. 2022 - Present

#### Digital Content Creator

- Create compelling content for Fox entities, including FOX 29, FOX News Digital and other sister stations
- Develop digital content promoting the station's news programs, original shows and specials
- Work with the Digital Content Manager to create short-term and long-term strategies for success
- Strategically send push alerts and publish content on social media

BLACK NEWS CHANNEL LLC | Feb. 2021 - Jan. 2022

#### Digital Content Producer

- Oversaw digital content development and curation for linear programming & marketing initiatives
- Pitched original content ideas relevant to the BNC audience
- Worked with social media and video teams for optimum digital collaboration
- Assisted in the development of coverage plans and digital strategies

#### Key Accomplishments

- Developed training guides for digital staff members
- Created the digital team's breaking news strategy
- Designated as the team leader in the absence of the manager
- Served as a mentor to digital staff writers

BOSTON 25 NEWS WFXT | June 2018 - Feb. 2021

#### Digital Content Producer & Video Optimization Specialist

- Researched story ideas and pitched them to the editorial staff
- Copyedited reporter stories
- Created and oversaw the development of social media content
- Monitored, analyzed, and explained analytics to linear partners
- Sent push alerts to segmented audiences
- Oversaw live streams for local and national events
- Curated and distributed videos for all Boston 25 News digital platforms
- Implemented effective digital video strategies
- Worked with reporters to promote stories and specials on all social media platforms

#### Key Accomplishments

- Helped increase Boston 25's Instagram followers by 56.76% in one year
- Developed program training documents for colleagues and sister stations
- Served as a liaison for corporate DEI initiatives

### Awards

2019 NATIONAL EDWARD R. MURROW AWARD

Region 10: Excellence in Social Media Coverage

### Programs

- Adobe Creative Suite
- Airship
- Anvato
- Bitly
- Burst
- Canva
- Chartbeat
- Crowdtangle
- ENPS
- Google Suite
- Hootsuite
- iNews
- Lakana
- Monday
- Microsoft Suite
- Mintel
- No Machine
- Rangecast
- Sprout Social
- Social News Desk
- Tweetdeck
- Wordpress
- Zoom