



## PROFESSIONAL SKILLS

Multimedia content development  
Content management systems  
Branded writing  
Adobe Creative Suite  
SEO and Google Analytics  
Social media content & strategy  
Marketing  
Affiliate commerce strategy  
Editing  
Basic HTML  
AP style  
International communications  
Photography  
Project management  
Sprinklr  
SocialFlow

## PERSONAL SKILLS

Creative  
Reliable  
Organized  
Meticulous editor  
Time management  
Team player  
Fast learner  
Motivated

## CONTACT

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## SOCIAL

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# ALLY SPIROFF

## MULTIMEDIA JOURNALIST

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## WORK EXPERIENCE

DIGITAL EDITORIAL ASSISTANT & SOCIAL MEDIA EDITOR  
Runner's World & Bicycling | Sep 2017 - Present

- Pitch, research, conduct interviews for, write, and fact-check stories for the Runner's World website.
- Contribute to division-leading affiliate-commerce efforts.
- Improve website traffic by writing and coding clickable headlines and blurbs for daily email newsletters sent out to all digital subscribers.
- Boost click rate through reworking headlines and print material, adapting it for the website.
- Started as the Corporate Communications Intern and was promoted to Digital Editorial Assistant at Runner's World at the conclusion of the internship.
- Use Sprinklr and SocialFlow to drive traffic to websites via all social channels, an audience of six+ million followers, in addition to building social media content.

FREELANCE WRITER  
VICE Media | Jul 2017 - Present

- Quickly became a trusted contributor to a multiple-time Emmy-award-winning publication on their health and wellness vertical, Tonic.
- Bolster heds and deks that increase website traffic.
- Grow Tonic's network of doctors by reaching out to new specialists for interviews.

NEWS INTERN  
ABC News | Jun 2015 - Aug 2015

- Assisted reporters on scene, worked with producers in the newsroom, and was trusted to create original content aired daily on Southeastern Wisconsin's number one television network.
  - Secured interviews with top local athletes that boosted television views by 125 percent.
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## EDUCATION

MASTERS OF COMMUNICATION, DIGITAL MEDIA & STORYTELLING  
Loyola University Chicago | 2015 - 2017  
GPA 3.8

BACHELOR OF ARTS, MAJOR IN ENGLISH  
Loyola University Chicago | 2011 - 2015  
GPA 3.7