

allison INGRUM

CONTACT

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allisoningrum.com

EDUCATION

**Syracuse University,
S.I. Newhouse School of
Public Communications**

May 2020

B.S. in Magazine Journalism
Minors: Marketing, Gender Studies

SKILLS

CMS Systems, HTML, SEO,
Google Analytics, Parse.ly,
AP Writing Style, Adobe Suite,
Hootsuite, Social Media

ACTIVITIES

Equal Time Magazine
The NewsHouse
Society of Professional Journalists
Women in Communications
Students Advocating Sexual Safety

AWARDS

Best 2020 NextGen Award

*Excellence in Financial Journalism Awards
by New York State Society of CPAs
"The five-star, thousand-dollar post"*

Regional Finalist, Online Feature

*SPJ Mark of Excellence
"The five-star, thousand-dollar post"*

Multimedia Story of the Year 2018

*Associated College Press
5th Place to NewsHouse Staff*

Maria Riccardi Award

*S.I. Newhouse School of Public
Communications, Syracuse University
Woman majoring in journalism*

Heather L. Fleischman Award

*S.I. Newhouse School of Public
Communications, Syracuse University
Outstanding potential in journalism*

EXPERIENCE

Editorial Operations Manager, POPSUGAR at Vox Media

New York, NY | October 2022 – Present

Support and shape editorial processes
Upkeep and manage current editorial tools
Work as liaison between Editorial and Legal, Accounting, and Engineering teams
Conduct regular data pulls for content planning and traffic tracking
Oversee operations for POPSUGAR Voices (1,000+ freelancers)
Manage new hire onboarding and training of new staff members

Editorial Operations Specialist, POPSUGAR at Vox Media

New York, NY | March 2021 – October 2022

Supported operations for POPSUGAR Voices
Managed team of Editorial Operations Support Associates (Interns)
Oversaw onboarding and training of new staff members
Assisted with the creation and upkeep of the shared editorial calendar

Editorial Operations Support Associate, POPSUGAR at Group Nine Media

New York, NY | August 2020 – March 2021

Updated high-performing SEO articles
Promoted editorial content on Facebook, Pinterest, and Twitter
Assisted editors on long-term projects (ex: Reading Challenge & Beauty Awards)
Pitched and wrote articles with a focus on SEO, reviews, and features

Digital Editorial Intern, TODAY Digital at NBCUniversal

New York, NY | September 2019 – December 2019

Pitched, wrote, and researched 3 feature stories (approx. 2,500 words)
Wrote 4 articles with one hour turn around (approx. 400-800 words)
Researched and presented social media strategies and digital engagement tools
Assisted with celebrity video interview

Editorial Intern, American Spa Magazine at Questex

New York, NY | June 2019 – August 2019

Wrote and researched over 20 articles for web and print
Fact checked articles for two print issues

Freelance Writer, NYMetro Parents at Davler Media Group

New York, NY | August 2018 – December 2019

Wrote 1-3 digital articles per month about local businesses (approx. 400 words)
Interviewed business owners and transcribed interviews for each article

Editorial Intern, NYMetro Parents at Davler Media Group

New York, NY | May 2018 – August 2018

Pitched, researched, and wrote 9 SEO articles for the Brooklyn beat
Researched and wrote print feature about how to raise a world-aware teen
Wrote 6 articles highlighting new locations or programs at local businesses
Interviewed 3-5 business owners and psychologists per week