

ALY SEIDEL

alyseidel.com || contact@alyseidel.com

American University, Washington, DC

Bachelor of Arts, Journalism
Bachelor of Arts, Political Science
Dean's List 2013, 2014, 2015

Web Editor, Education Advisory Board, Washington, DC

January 2016 - present

- Produce B2B email communications and manage online presence for a number of products
- Collaborate with researchers and experts to effectively position research products to clients
- Plan and organize web strategy based on big picture firm goals and priorities
- Edit and code web-based content
- Make strategic divisions based on data analysis

Web Writer, Advisory Board, Washington, DC

October 2015 - January 2016

- Improved Daily Briefing's conversion rate from 3.01% in Jan. 2016 to 18.44% in Nov. 2016
- Devised long-term improvement strategies based on data trends and analysis
- Collaborated and formed working relationships with internal senior researchers and executives
- Wrote expert content pieces to showcase Advisory Board expertise and drive research downloads and meeting registrations

Metro Desk Intern, The Washington Post, Washington, DC

January 2015 – May 2015

- Pitched and wrote news stories for award-winning team
- Reported on wide variety of beats, including crime, events and education
- Worked calmly under tight deadlines and stay flexible to last-minute changes

Investigative and Data Team Intern, USA Today, McLean, VA

September 2014 – December 2014

- Supported award-winning team with in-depth research for long-term pieces
- Simplified hard-to-grasp ideas for readers, such as Ebola protocols and transportation statistics
- Collected and analyzed numerical and digital data, such as FDA recalls

National Desk, Education Intern National Public Radio, Washington, DC

May 2014 – August 2014

- Wrote creative, distinctive education pieces for over 1.5 million unique viewers monthly
- Curated and monitored NPR Education's twitter page with over 11,000 followers
- Reached out to sources and conducted high profile interviews

ADDITIONAL WORK EXPERIENCE

- January 2014 - May 2015: Features Editor at The Eagle Student Newspaper
 - 2015 Apple Award Winner from the College Media Association for Best Newspaper (four year, 5,000-10,000 students)
- May 2013 - September 2013: Community Affairs Intern at FOX 29 News

SKILLS

- Sitecore
- Eloqua
- Google Analytics
- Chartbeat
- Webtrends
- Web and blog content management systems
- HTML and CSS
- Adobe Creative Suite

