



JEFFREY ALEXANDER

FEATURES JOURNALIST • ELA INSTRUCTOR

CONTACT

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PROFILE SUMMARY

Versatile and accomplished journalist with over 20 years of professional experience crafting features for national, high-circulation publications. I have successfully collaborated with publishers to facilitate unique editorial voices to drive engagement, branding, and circulation.

Additionally, I am an award-winning English Language Arts and special education instructor, adept with implementing Applied Behavior Analysis (ABA) and Social-Emotional Learning (SEL) strategies to close achievement gaps. Collaborating with district consultants, I have assisted with designing and integrating effective behavior plans to enhance Individualized Education Plans (IEP).

AREAS OF EXPERTISE

- Feature writing
- Investigation & Research
- Content creation
- Copywriting
- Editing
- Mentorship
- News team management
- Media Relations
- Ghostwriting
- Web page and landing page content creation
- eBook copywriting
- Applied Behavior Analysis (ABA)
- ELA lesson planning and integration
- Social-Emotional Learning (SEL) development
- Administration and enhancement of Individualized Education Plans (IEP)
- New York State Regents Examination preparation

TECHNICAL PROFICIENCY

- Microsoft Office 360
- ClickUp
- NewsEdit Pro
- Asana
- Slack
- Microsoft Teams
- Zoom
- Grammarly
- Copyleaks

PROFESSIONAL EXPERIENCE

Content Writer-Chetu Sunrise, FL 2022-2025

- Ghost written expertly-researched features detailing software-based innovations to streamline and optimize the finance, automotive, education, healthcare, and agriculture industries.
- Promoted executive leadership and augmented content to boost sales of software development services.
- Regularly pitched editor on-trend, conceptualized features enhancing marketing collateral while organically driving website traffic.
- Mentored and on-boarded new hires to facilitate editorial success within marketing department.
- Interviewed industry executives for case studies and company portfolio projects.
- Worked cross-functionally with graphic design department to complete assigned white papers.
- Collaborated with SEO department to research and implement keyword opportunities and optimize content.
- Interfaced with web design team to fact-check and implement feature blogs for publication; image sourcing, URL creation, meta data and keyword descriptions.
- Produced quality copy for sales and trade show departments to assist with inbound traffic conversions.

Freelance Features Journalist 1999 - Present

- Assisted with re-launching The Big Takeover website and crafted engaging features on internationally renowned artists such as Joan Jett, Billy Idol, Chuck D. of Public Enemy, Anthrax, Faith No More, New York Dolls, Jazz legend Sonny Rollins, and award-winning actress and musician Juliette Lewis.
- Created new and compelling editorial voice for GNARLY Magazine, a national print and digital publication. Completed feature articles highlighting television personalities Danny Koker of History Channel, Josh Allison of Discovery Channel, Joe Bob Briggs of Shudder, and Jesse James of Discovery Channel's Monster Garage.
- Completed transportation feature articles for national publication Ol' Skool Rodz, chronicling car clubs and restored classic and custom vehicles.
- Successfully researched and completed an exclusive article on The Doors Jim Morrison's lost motorcycle for the national publication, Motorcycle Classics.
- Collaborated with History Channel and Discovery Channel to complete features on international personalities from Counting Cars and Gas Monkey Garage for national publications.
- Exclusively covered New York State Senate races for The Hudson Valley News with detailed candidate profiles.
- Partnered with The Chronogram to develop a new editorial voice for arts, culture, and lifestyle content. Pitched and completed luxury sedan test drive feature.
- Features contributor for American Music Press and New Noise magazines, national print & digital publications dedicated to international artists and musicians. In collaboration with the editor, completed the launch of spin-off publication and crafted long-form music journalism features while expanding coverage and growing circulation.

English Language Arts Instructor & Level III Teaching Assistant Hawthorne County Day School Hawthorne, NY • 2016-2020

- Created and implemented an ELA course designed to introduce special needs students to Literature, critical thinking, writing-intensive coursework, and engaging lecture formats.
- Prepared special needs, and autistic students for New York State Regents examinations, students earned passing grades and graduated from the program.
- Implemented all Applied Behavior Analysis (ABA) therapy and deescalation strategies and techniques to foster effective social and emotional learning (SEL) environments.
- Collaborated with job coach to support resume and job interview workshops, accompanied enrolled students to off-site work stations.
- Tracked and recorded daily student progress while adhering to all Individualized Education Plans (IEP) of students.
- Completed all New York State-sponsored workshops detailing crisis intervention, ABA therapy, academic intervention, and Office for People With Developmental Disabilities (OPWDD) regulations.



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PROFESSIONAL EXPERIENCE, CONTINUED

ELA Tutor, Creative Writing Instructor Temple Hill Academy • Newburgh, NY • 2014-2016

- Award-winning instructor for disadvantaged students
- Designed supplemental creative writing workshops to address academic deficiencies, prepare students for state examinations, promote group work activities, and improve writing mechanics and public speaking of enrolled students
- Collaborated with the program director to increase outreach and enrollment, and facilitated working relationships with district administrators, community stakeholders, and parents to ultimately prevent state takeover of the school.
- Tutored students 1:1 and in groups to prepare for state examinations
- Accompanied large groups of students for school-sponsored trips

BackTalk Supervisor, CPL Media New York Daily News • New York, NY • 2009-2011

- Facilitated professional relationships with governor's officials and local representatives
- Successfully worked with Deputy Commissioner Kim Hardy of Housing Preservation & Development to seek justice for tenants in substandard housing. Feature resulted in improved living conditions for tenants
- Alerted Councilman John Liu of deteriorating road conditions in Queens, repairs scheduled and completed
- Prepared final news drafts for publication in New York Daily News and Amsterdam News
- Assisted with transferring audio files for print publication
- Organized staff meetings to seek and develop alternative revenue streams

One-to-One Special Educator & Creative Writing Instructor AMD Middle School Ossining, NY • 2005-2008

- Assisted with creating and successfully implementing highly modified behavior plan for autistic students
- Facilitated meetings with parent and district consultants to take inventory of student's progress and to properly address challenges
- Kept a daily, detailed log of student behavior
- Adhered to all ABA techniques to deescalate student's behavior in crisis situations ultimately earning administrative recognition for student progress
- Created and implemented Creative Writing course
- Actively promoted program with flyers and e-mail campaign
- Collaborated with colleagues to address academic deficiencies
- Successfully improved writing mechanics of enrolled students as demonstrated by report cards and progress notes

EDUCATION

State University of New York at New Paltz • Bachelor's Degree, English & Journalism