

Alexandra Bice

(480)-239-8766
bice.alexandra@gmail.com
alliebice.com

Experience

MARKETING & COMMUNICATIONS MANAGER, Arizona State University

Tempe, Ariz.

06/2023-Current

- Lead marketing, communications, programs, and events for ASU's School of Politics and Global Studies, overseeing email, social media (@asu_spgs), web, and print strategies
- Increased social media engagement and follower growth by refining brand voice and analytics-driven strategy; produced multimedia content, including video interviews and feature stories for ASU News; designed the School's first 12-page Annual Report (2023, 2024) and launched new quarterly newsletters.
- Manage communications team, delegating tasks in program coordination, event management as well as social media management and content creation

PLAYBOOK PRODUCER, POLITICO

Washington, D.C.

02/2021-06/2023

- Maintained the audience and overall engagement of POLITICO's daily newsletter about the White House, West Wing Playbook, creating an audience of more than 110,000 subscribers in 2 years, while developing engaging content such as trivia and compelling anecdotes about administration officials
- Copy edited and contributed and produced each day's edition, keeping a pulse on relevant politics and policy coverage, researching and compiling presidential trivia, writing satirical "opposition" on administration officials and relevant politics and policy coverage

DIGITAL PRODUCER, POLITICO

Washington, D.C.

09/2018-02/2021

- Produced and copy edited breaking news stories as well as long form, technical policy news for POLITICO and POLITICO Pro, its subscription service, serving as the last set of eyes on content ahead of publishing
- Delivered morning newsletters to subscribers; tracked and wrote analyses on legislation in Congress; regularly contributed to newsletters like Morning Shift, about labor and immigration issues

FELLOW, Carnegie-Knight News21 Initiative

Phoenix, Ariz.

01/2018-08/2018

- Researched hate crimes on a national scale for News21's "Hate in America" project, analyzed data from the FBI and local police agencies, was the lead writer and reporter for the project's story on religiously motivated hate crimes; interviewed victims, advocates, and perpetrators of hate crimes in St. Louis, Mo., Nashville, Tenn. and Phoenix, Ariz., worked with SPSS and Excel to analyze data for the project's main story

Education

ARIZONA STATE UNIVERSITY, M.S. in Digital Audience Strategy

Tempe, Ariz.

01/2024 - 08/2025

ARIZONA STATE UNIVERSITY, B.A. in Political Science, B.A. in Journalism

Tempe, Ariz.

08/2014 - 05/2018

Skills

Social Media Management · Digital Strategy · SEO · Email Marketing · Video/Photo Editing · Writing & Editing · Research & Data Analysis · Event Marketing · Leadership & Team Management

Awards

ASU Emerging Supervisor Pathway (2025) · Robert F. Kennedy Journalism Award – *Hate in America* (News21) · Outstanding Undergraduate, ASU's Walter Cronkite School of Journalism · Arizona Press Club, 1st Place – In-Depth Student Reporting on DACA recipients at ASU (The State Press)