

Alexandra Bice

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Experience

MARKETING & COMMUNICATIONS MANAGER, Arizona State University

Tempe, Ariz.

06/2023-Current

- Oversee and manage the marketing, programs and events team for ASU's School of Politics and Global Studies, which includes developing and executing comprehensive email marketing, social media (@asu_spgs) and other digital and physical communications strategies on behalf of the school
- Conduct video and written interviews with outstanding students, alumni, faculty, staff and donors to develop into ASU News stories; edit, maintain and custom code all features on the School's website; lead event planning, like the School's Annual Photo Contest as well as its Annual Award Ceremony
- Curate quarterly newsletters, course and event promotion - highlights include designing and developing the School's first-ever 12-page Annual Report for 2023 and 2024

PLAYBOOK PRODUCER, POLITICO

Washington, D.C.

02/2021-06/2023

- Ideated ways to build and maintain 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, developed and broke down the product's analytics reports
- Copy edited, 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
- Responsible for the delivery of morning newsletters to subscribers; tracked and wrote analyzes 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 – Present

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

Tempe, Ariz.

08/2014 – 05/2018

Skills

Social media management · SEO · Video and photo editing · Email marketing · Effective communicator · News Writing · Researching · Works best on deadline

Awards

2025 ASU Emerging Supervisor Pathway · Robert F. Kennedy Journalism Award for "Hate in America" News21 project · Outstanding Undergraduate for ASU's Walter Cronkite School of Journalism and Mass Communication · First place for Arizona Press Club Student News Reporting for in-depth story on DACA recipients at ASU