

Alexander Whitlyn Jacobs

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EDUCATION

University of Chicago (Chicago, IL), *Ph.D. English Literature* Aug. 2017
Stanford University (Palo Alto, CA), *B.A. English Literature, Phi Beta Kappa* June 2009

CONTENT & COMMUNICATIONS

Imagination Publishing (Chicago, IL)

Content Manager

Dec. 2019 – Feb. 2020

Senior Editor

Nov. 2018 – Dec. 2019

- Directed all content for a global business and a commercial design magazine
- Managed account and client relationships, from SOW to storylines and editorial review
- Led a team of designers, project managers, copywriters, and editors
- Oversaw a digital content program including social, web copy, video scripts, blog posts, feature articles, graphic novels, books, press releases, and decks
- Supervised monthly SEO reporting and optimization
- Wrote and edited C-suite thought-leadership content in a newsroom setting
- Conducted live interviews with Fortune 500 executives as well as economists and academics
- Represented colleagues on an organization-wide initiative to change internal culture

NORC at the University of Chicago (Chicago, IL)

Dec 2017 – Present

Special Editor/Consultant (Freelance)

- Edited research proposals and presentations for scholars in the social sciences
- Created best-practices policy memos for lobbyists and executives

State Matters (Chicago, IL)

Feb. 2018 – Aug. 2018

Volunteer Content Manager

- Crafted and edited articles, grant docs, video scripts, educational modules, and research briefs
- Built strategic relationships with Illinois state politicians in Springfield

BRANDING & MARKETING

Jell Creative (Chicago, IL)

July 2018 – Nov. 2018

Brand Strategist/Project Manager

- Led brand audits, discovery, and qualitative research for large corporate and nonprofit clients
- Wrote and managed proposals, crafted budgets and timelines, and managed important clients
- Managed a team of developers and designers on web projects
- Directed positioning and messaging and crafted client reports

Fiskkit (San Francisco, CA)

Feb. 2018 – Aug. 2018

Volunteer Marketing Consultant

- Created and edited branded web content like blog posts, user guides, and promo materials
- Devised and implemented marketing campaigns from SEO to social strategy and lead gen

TEACHING & MENTORING

Department of English, University of Chicago (Chicago, IL)

Sept. 2013 – June 2017

Preceptor/Lecturer/Writing Tutor

- Mentored senior undergraduates writing year-long capstone thesis projects
- Designed, organized, and taught free-standing courses on American literary history
- Taught effective writing to business professionals and advanced graduate students

SKILLS

Microsoft Office | InDesign/InCopy | SEO | Wordpress | DivvyHQ | Basecamp | Intervals