

ALIX BERMAN

CONTACT ME

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EDUCATION

Syracuse University

S.I. Newhouse School of
Public Communications

Bachelor of Science, May 2026

Major: Magazine, News, and
Digital Journalism

Minor: Information Management,
and Technology

STUDY ABROAD

London, Spring 2025

SKILLS

- Writing & Editing
- Copy Editing
- Adobe Creative Suite
- Social Media Strategy
- HTML
- CSS
- SEO
- Microsoft Excel
- Wordpress
- Marfeel
- Muse
- Google Looker

HONORS

- Dean's List — All Semesters
- Todd Grayson Memorial
Scholarship Award
- Jeanine Tolentino Memorial
Scholarship Award

EXPERIENCE

Business Insider — Audience Fellow | July 2026 - Present

- Develop and execute daily social media distribution strategies across platforms to maximize readership and engagement.
- Monitor audience analytics and performance metrics to optimize story distribution and identify audience trends.
- Package breaking news and enterprise reporting into platform-specific social content for X, LinkedIn, Instagram, and Facebook.
- Track real-time story performance and recommend distribution adjustments based on traffic and engagement data.
- Research emerging platform trends and audience behavior to support editorial strategy and expand Business Insider's reach.

Travel Curator — Editorial Intern | May 2025 - May 2026

- Research, report, and compose travel and lifestyle content for the digital publication in the CMS.
- Contribute to destination guides, trend stories, and service-driven features.
- Analyze weekly editorial performance data (traffic, engagement, SEO metrics) to inform content strategy and optimize story placement and distribution.
- Produce and schedule branded newsletters, shaping copy to align with voice, audience, and reader engagement goals.
- Write SEO-optimized headlines and digital copy tailored to audience search behavior and engagement trends.

Fighting Against Myeloma — Director of Communications | Aug 2025 - Present

- Lead communications growth strategy for a nonprofit focused on advocacy, awareness, and fundraising.
- Curate and develop digital content including social media copy, newsletters, and promotional materials.
- Maintain consistent brand voice across platforms while supporting campaigns and events.

Newhouse Newsroom — Contributing Writer | Oct 2022 - Jan 2025

- Pitched, reported, and crafted digital stories featuring alumni, faculty, and students for publication on the Newhouse website.
- Conducted interviews and shaped interviewed conversations into engaging, reader-focused editorial content.
- Edited and proofed articles to ensure clarity, accuracy, and adherence to editorial standards.
- Collaborated with marketing teams to develop social copy, amplifying published stories.

Miss Sue's Nursery School — Media Intern | May 2023 - July 2023

- Produced and scheduled social content documenting classroom experiences.
- Collaborated with teachers and administrators to keep parents informed.

Homework Hub — Social Media Intern | May 2022 - Aug 2022

- Wrote weekly blog content highlighting programs and student activities.
- Created social media advertisements to increase engagement and community awareness.