

ALAN D. BENNETT

DIGITAL STORYTELLER & PUBLIC RELATIONS PROFESSIONAL

CONTACT

alandavidbennett@gmail.com
alandavidbennett.com

SKILLS & EXPERTISE

News writing and AP style
Public relations
Social media management
Content development and creation
Multimedia storytelling
Copy editing/proofreading
Photography and videography
Marketing
Social listening
Analysis and metrics
CMS management

PROFICIENCIES

Adobe Creative Suite (Premiere, Photoshop, Lightroom)
Microsoft Office 365
Google Workspace
Wordpress, Drupal
Constant Contact
Hootsuite, Sprout Social
Cision, Meltwater

CREATIVE STRENGTHS

Forward-thinking
Collaborative spirit
Proactive and efficient
Relationship-builder
Quick learner
Eager to explore new methods and technologies

AWARDS AND HONORS

Summa Cum Laude

University of Maine Grady Award for Excellence in Journalism

2021 Maine Public Relations Council Golden Arrow Award for University of New England's COVID-19 response plan

EDUCATION

BACHELOR OF ARTS WITH HONORS IN JOURNALISM

University of Maine | Orono, Maine | 2012 - 2016
President, Lambda Pi Eta Communication Honor Society
Phi Kappa Phi Honor Society

CERTIFICATE OF COMPLETION, INTENSIVE TRAINING IN MULTIMEDIA SKILLS

Craig Newark Graduate School of Journalism | New York, New York | 2015

EXPERIENCE

COMMUNICATIONS SPECIALIST

University of New England | Dec 2019 - Current

Writer for high-functioning, award-winning communications office supporting institutional marketing and public relations goals.

- Writes news stories for university website
- Liaises with media for coverage of events, research, press conferences, etc. to place stories in regional and national publications both traditional and digital
- Drafts internal and external messages from high-level university officials including President and Provost
- Works across team to develop integrated marketing content
- Monitors press coverage; compiles metrics reports

DIGITAL AND SOCIAL MEDIA SPECIALIST

University of Southern Maine | Aug 2017 - Dec 2019

Manager of official university social media accounts and creator of digital content for web and social media, including photo, video and interactive pieces.

- Developed strategic communications in collaboration with campus constituents
- Provided support directly to President and university system on communication and digital media strategies
- Developed communications policies, procedures, and toolkits
- Produced monthly, statewide TV show
- Led organic social media campaign for successful state bond referendum

STAFF WRITER

The Journal Tribune | May 2016 - Aug 2017

Reporter for county's only daily newspaper.

- Was responsible for covering seven communities and writing up to a dozen+ stories per week
- Broke several stories picked up by The Associated Press
- Author of popular food and cooking column

REFERENCES AVAILABLE UPON REQUEST