



Alaina M. Lavoie

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EDUCATION

Emerson College

MA in Publishing & Writing
 Dean's Fellowship Recipient
 Bookbuilders of Boston Scholarship
 for Outstanding Achievement
 Graduated in May 2017

Westfield State University

BA in English
 Professional Writing & Journalism
 Commonwealth Honors Scholar
 Distinguished Alumni 2016
 Graduated in May 2015

PUBLICATIONS

The New York Times,
 The Washington Post, *Good Housekeeping*, *The Boston Globe Magazine*, *Publishers Weekly*, *Teen Vogue*, *Cosmopolitan*, *The Oprah Magazine*, *Refinery29*, *The Chicago Tribune*, *Healthline*,
The Rumpus, *Seventeen*, *Marie Claire*, *Narratively*, *Upworthy*, *Allure*, *Bustle*, *Bust*, *HelloGiggles*

SUMMARY

Experienced communications and program manager with six years of expertise working with clients such as Healthline Media, Bustle Digital Group, DC Entertainment, Samsonite, Ubisoft, OurShelves, and Disability Rights Washington. Talented at developing and executing comprehensive communications strategies across platforms.

PROFESSIONAL EXPERIENCE

Adjunct Professor at Emerson College 2019 – Present

- Teaching graduate-level courses in Emerson College's Writing, Literature department

Program Manager at We Need Diverse Books May 2021 – Present

- Lead conception, research, execution, and analysis for the Walter Grants and Mentorship Program
- Revitalize programs with new initiatives, including virtual educational and networking events
- Spearhead development of original content for three newsletters, including a donor newsletter
- Along with team, launched brand new LitUp program and assisted in all major steps of program management including publicity and outreach and reading and evaluating submissions
- Manage a team of over 40 volunteers and freelancers across two bookstore programs and the blog
- Develop the 2022 Walter Dean Myers Awards flagship event and related programming in Washington, DC
- Promoted to program manager after two years as communications manager

Communications Manager at We Need Diverse Books May 2019 – May 2021

PREVIOUSLY: SOCIAL MEDIA EDITOR (2015-2019)

- Achieved 95% growth of overall social media following in three years
- Contributed to over \$20,000 fundraised with impactful 2016 and 2019 communications campaigns
- Created social media assets (gifs, graphics, short videos) using Adobe Suite, Giphy, Canva, and other tools
- Developed BookCon 2018, 2017, and 2016 social campaigns and live interviews with bestselling authors
- Executed comms. strategies for all organization initiatives, including 3 new programs in 2020 and 4 new in 2021
- Managed WNDB blog and worked with freelance writers and publishing tastemakers on original content
- Redesigned Fully Booked newsletter and created Off the Shelf newsletter; managing all newsletter campaigns
- Promoted to communications manager after three years as social media editor

Senior Editor at Equally Wed Magazine August 2018 – March 2020

- Created social campaigns that exceeded goals and resulted in over 20,000 new followers in two years
- Created and executed social media strategy for all EquallyWed and EquallyWed Pro platforms
- Edited and published SEO-optimized daily posts in AP style and identify trending news topics for coverage
- Crafted and executed branded content campaigns with partners like Bed Bath & Beyond and Kelly Faetanini
- Managed freelance writers through the publishing process from idea conception to publishing and payment
- Promoted to senior editor after one year as assistant editor

Social Media Manager at Dance Studio Life Magazine June 2017 – Aug. 2018

- Planned comprehensive social media strategy across all channels and developed monthly calendars
- Established partner relationships with other social media pages for cross posting and sharing content
- Created content for all channels, including copy and assets (graphics, gifs, memes, short videos)
- Tracked social media analytics using Facebook Insights, Instagram Insights, and Google Analytics
- Wrote editorial copy, assisting with page layout guide, and proofread layout and editorial content