







-  (205)516-9122
-  alana.mck728@gmail.com
-  Birmingham, AL
-  linkedin.com/in/alana-728
-  @alana.mck
-  alanamckaygeorge.com

ABOUT ME

Enthusiastic college graduate motivated to learn, grow and excel in corporate communication and marketing.

Clear understanding of leading corporate communications practices and current messaging trends, with real-world training in business writing and content development. Eager to contribute to team success through hard work, attention to detail and excellent organizational skills.

SKILLS

Content Creation

Business Writing

Editing and Review

AP Style Proficiency

Adobe Creative Cloud Suite Proficiency

EDUCATION

B.A. in Communication

Berry College

2017-2021

Digital Storytelling Concentration

Minor in Psychology

Dean's List: Spring 2018, Fall 2018, Spring 2019, Fall 2019, Spring 2020, Fall 2020

WinShape College Program: four-year Christian leadership program

Berry College Honors Program

EXPERIENCE

Copy Editor

Campus Carrier (Berry College Newspaper) / Mount Berry, GA / 08.19 - current

As copy editor, I along with the other editorial staff ensure that our weekly newspaper publication is grammatically and stylistically correct.

- Review upwards of 11 stories per week over two production nights
- Received three excellence recognitions for my efficiency, accuracy and cooperation

Content Services Associate

Corporate Visions, Inc. (CVI) / Birmingham, AL (remote) / 06.20 - 07.20

During this paid summer internship, I shadowed a CVI content development professional in a virtual message creation workshop for an international company.

- Captured message creation notes in real time over three five-hour sessions
- Wrote a complete draft of a CVI premier source messaging document for sales and marketing using engaging business writing techniques

Content Services Associate

Corporate Visions, Inc. / Doylestown, PA / 06.19 - 07.19

During this paid summer internship, I spent seven weeks with a world-class content team learning how to create impactful marketing, advertising and website content based on scientific methodologies and frameworks.

- Drafted multiple projects, including blog posts, sales briefs and PowerPoint decks
- Collaborated with team members to develop a new CVI content lookbook