

# Alana M. Galloway

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EDUCATION	<b>COLUMBIA UNIVERSITY, Columbia Journalism School</b> <span>May 2023</span>
	M.S. Journalism   Specialized in Business, Technology and Data Journalism Relevant coursework: <i>Business &amp; Economic Reporting</i> , <i>Computational Journalism</i> , and <i>Data Journalism</i> Published articles and Master's Project cover <i>Cryptocurrency</i> , <i>Surveillance</i> , <i>Biometric Technology</i> , and <i>Security</i>
	<b>UNIVERSITY OF MICHIGAN, College of Literature, Science, and the Arts</b> <span>May 2020</span>
	B.A. English   Minors in Entrepreneurship BA & Digital Studies BA <span>Major GPA: 3.9/4.0   Overall GPA: 3.6/4.0</span>
PROFESSIONAL EXPERIENCE	
Jan. 2024— Present	<b>The New York Times – Campaign Manager, Ad Operations</b> <span>New York, NY</span> <ul style="list-style-type: none"><li>Incorporate and monitor data-driven digital ad strategies, managing &gt;\$19mil in revenue across 135 campaigns for 76 clients to date across healthcare and energy verticals. Efforts resulted in a 174% increase in client spend with us from Q1 to Q4.</li><li>Led cross-functional efforts with Planning, RevOps, Ad Sales, Yield, clients, and our internal creative agency to structure, launch, and monitor targeted campaigns, aligning messaging and channel selection with business objectives, brand safety, and KPIs to ensure high-quality service and measurable campaign success.</li><li>Traffic standard IABs, custom flex units, audio, newsletter ads, and PG media with 3<sup>rd</sup> party tags using LiveIntent, CM360, GAM, and Adswizz.</li><li>Monitor and assess KPIs using data analysis tools such as MODE &amp; Kaleidescope.</li><li>Deliver actionable insights throughout campaign life via performance analysis, data synthesis, and metric reporting, optimizing KPIs against industry benchmarks. Provide wrap reports upon campaign conclusion synthesizing learnings, successes, and recommendations.</li></ul>
Oct. 2020— Present	<b>Writer, Editor, &amp; Beta Reader</b> <span>Freelance</span> <ul style="list-style-type: none"><li>Write blog posts, articles, and press releases for clients spanning from fashion to tech and business industries.</li><li>Edit pre-written work for proper grammar, syntax, organization, tense, organization, clarity, consistency, receiving a 5.0/5.0 rating on 250+ orders.</li><li>Review and beta read manuscripts up to 140k words; deliver feedback, commentary and advice prior to submission to literary agents &amp; publishing houses.</li></ul>
May 2021— Aug. 2022	<b>iHEARTMEDIA – Digital Account Coordinator</b> <span>New York, NY</span> <ul style="list-style-type: none"><li>Ensured alignment of cross-platform deliverables for 60+ multimedia campaigns through meticulous management, contributing to a consistent on-time delivery rate of 95%.</li><li>Facilitated weekly client status calls, managed timelines, asset tracking, and campaign recaps, and supported custom programs including podcasts, takeovers, influencer campaigns, sweepstakes, and social activations.</li><li>Analyzed and reported on campaign performance, identifying key wins and areas for learning, and compiled proof of performance documentation and wrap-up reports for all assigned campaigns.</li><li>Led 50+ training and troubleshooting sessions for analytics and booking platforms such as Tableau and Operative, enhancing proficiency increasing campaign booking efficiency and performance reporting accuracy.</li></ul>
Jan. 2021— Apr. 2021	<b>VIACOMCBS – Global Franchise Planning Coordinator, Temp Hire</b> <span>New York, NY</span> <ul style="list-style-type: none"><li>Maintained and created internal 'one sheets' summarizing statistics and properties of CBS, MTV, Comedy Central and Showtime shows for licensee, manufacturer and retailer distribution. Sheets covered viewership metrics, organized search interest, top markets, and target audience to ensure targeting for optimal reach.</li><li>Tracked sales, revenue, and KPIs using Google Analytics and ViacomCBS's dashboard, Snow Commerce.</li><li>Organized assets, timelines and sales materials into presentations for client and partner distribution.</li><li>Utilized Photoshop, Canva, Figma, and CRM Analytics to post on and assess performance of Nickelodeon social across 6.7M following. Calculated weekly breakdowns for individual show advertisements across FB and X.</li></ul>
Mar. 2020— May 2021	<b>MONARCH BUSINESS &amp; WEALTH MANAGEMENT – Marketing Coordinator</b> <span>New York, NY</span> <ul style="list-style-type: none"><li>Conducted market research, assessing key industry trends that informed product launch decisions for new client product ventures and partnerships.</li><li>Streamlined data management with Excel, developed compelling client pitches with PowerPoint, and standardized documentation processes, increasing operational efficiency.</li></ul>
Jun.—Jul. 2019	<b>WILLIAM MORRIS ENDEAVOR AGENCY – Intern, Literary Department</b> <span>New York, NY</span> <ul style="list-style-type: none"><li>Read and assessed 60+ manuscripts and proposal material, then compiled quality-based coverage and pass letters for high-level clientele while generating creative angles and pitches.</li><li>Improved the synopsis writing process by cataloguing associate contact database and literary spreadsheets.</li></ul>

**PLATFORM EXPERTISE:** Tableau, MODE, Kaleidescope, OpenRefine, DoubleVerify, GAM, LiveIntent, Trello, Adswizz, Operative, Salesforce, Photoshop, Canva, Wordpress