

www.alannapowers.com

Alanna Powers

Boston, MA | alannarpow@gmail.com

pro cheer/ brand representation

NFL • The New England Patriots/ Cheerleader
AFL • Arizona Rattlers/ Dance Team
The Phoenix Coyotes/ Paw Patrol
Arizona State University/ Dance Team
Ocotillo Dance Center/ Choreographer

you've seen my work in

Nobleman Magazine/ Styling for the sophisticated man, high-end technology and designer profiles

Beverly Hills Lifestyle Magazine/ Oscar style, movie reviews, professional artist profiles

Locale Magazine/ Column covering Southern California cool neighborhoods, restaurants and boutiques

Beverly Hills Weekly/ City Council and town meetings

education

B.A. Journalism and Mass Communications/
The Walter Cronkite School, Arizona State University

Degree/Journalism, focus in Public Relations
Minor/ Dance

contact

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professional experience

Published Freelance Journalist/ Editor **Lifestyle, Features**

Los Angeles, remote locations/ 2013- Present

- Create and edit professional writing with a unique voice while staying consistent with the tone and style of the publication.
- Conduct all interviews and research.

All full articles are available to view upon request

Assistant Director **Ocotillo Dance Center**

Chandler, AZ/ August 2010-August 2014

- Managed all office and studio operations under supervision of owner.
- Oversaw front desk, which included scheduling, payments, calendar, walk-ins and exceptional customer service.
- Instructed competition teams.

Public Relations Intern **MHA Media: Designer Showroom**

Los Angeles, CA/ September 2013-January 2014

- Guided all office operations: use of Cision, paperwork, research, phones and calendar.
- Managed all showroom operations: Check-ins, check-outs, layout and designer management.
- Made clips, wrote press releases and developed collateral and invitations for events.

Business Management Intern **Laffitte Management Group, LLC**

Westwood, CA/ May 2012-August 2012

- Scheduled and proofread travel arrangements and maintained and proofed artist itineraries.
- Edited band social media sites.
- Managed all daily tasks: phone calls, spreadsheets, archiving, copying and scanning.
- Researched upcoming artists & brainstormed new concepts while reporting best fits to CEO.

Skills/ Adobe Creative Suite proficient (InDesign, Photoshop), press kits, SEO, social media branding.

Available for contracts and remote work.