

LEXI REICH

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Journalism and Writing Experience

MANAGING EDITOR, JAUNT MEDIA COLLECTIVE

FEB 2018 – PRESENT

- Write and edit a diverse array of outdoor, lifestyle and wellness articles for three magazines.
- Manage writers and online editorial calendar to create a more efficient production schedule.
- Analyze pitches and organize content plan for quarterly print publications.
- Produce weekly newsletters for over 12,000 subscribers.

PUBLIC RELATIONS AND COMMUNICATIONS SPECIALIST, MIZEL INSTITUTE

NOV 2022 – AUG 2023

- Develop and implement marketing campaigns for various programs and events by the nonprofit.
- Create and edit written copy for various channels, utilizing consistent brand voice.
- Collect and review data to continually improve quality and effectiveness of marketing initiatives.
- Effectively liaise with constituents, consultants, media and vendors.

MANAGING EDITOR, 303 MAGAZINE

AUG 2021 – OCT 2022

- Oversee daily function of digital magazine with 500k unique monthly visitors and 4.6 million monthly social media impressions.
- Serve as the front-facing leader of the independently owned media outlet celebrating over 17 years of success.
- Manage team of five editors and dozens of freelance writers.
- Run editorial calendars and lead monthly pitch meetings for the magazine's two largest desks.
- Collaborate with marketing team at parent company 303 Mixed Media for advertising campaigns.
- Help produce events like Denver Fashion Week, the city's largest fashion show.

REPORTER, MS. MAYHEM MAGAZINE

OCT 2020 – NOV 2021

- Primarily report on equity in healthcare for the woman-owned, local news outlet.
- Stay on top of the latest health trends and actively pitch stories weekly.
- Interview high-level sources including politicians and medical professionals.

RESEARCH ASSISTANT, DR. CHRISTINE LARSON

AUG 2020 – MAY 2021

- Transcribe 40-plus interviews with high-profile authors.
- Analyze audio recordings of 100-plus Romance Writers of America conferences.
- Suggest important quotes and concepts for book.

SOCIAL MEDIA COORDINATOR, UNIQUE FITNESS CONCEPTS

AUG 2016 – JAN 2018

- Direct marketing content on various social media platforms.
- Create user manuals for various fitness products.
- Conduct photoshoots for marketing and product placement.
- Write and publish blog posts on health and wellness topics.

Additional Experience

YOGA TEACHER, YOGI COLORADO

AUG 2023 – PRESENT

- Teach weekly all-level yoga classes to students of varying abilities.
- Design personalized yoga routines to meet individual clients' needs and goals.
- Demonstrate proper techniques to ensure maximum benefits from each hour-long session.

Education

Bachelor of Arts in English and Journalism, Certificate in Interdisciplinary Writing
University of Colorado Boulder, Summa Cum Laude Honors

MAY 2020

Skills

Knowledge of AP style and SEO. Proficient in WordPress, Squarespace, Mailchimp and Google Analytics. Skilled in client relations.