

# ALEX MIZRAHI

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Brooklyn | Remote

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## **Social Media Specialist | Open Society Foundations** **Jan. 2020 - Present**

- Developed and now implementing a Twitter-centric social media strategy for OSF's [International Migration Initiative](#), increasing the [program director's following](#) 250% and engagement rate 300%, leading directly to press interviews and op-ed placements, and growing awareness of the initiative's work on behalf of refugees, forced migrants and undocumented workers around the world
- Created content and handled community management for the [Sex Workers' Pop-Up](#), an art exhibit supporting sex workers' rights mid-March in NYC; attracted more than 3,000 followers and 17,400 story views on Instagram, 1,400 followers on Twitter and 12,500 total reach on Facebook (all organic), along with 2,500 visitors over three days open to the public (cut short due to Covid)
- Produced social media strategy and toolkits for grantee and partner campaigns

## **Communications Consultant | Horizons: Perspectives on Psychedelics** **Sept. 2019 - July 2020**

- Pitched journalists, wrote press releases, coordinated interview requests, tracked coverage, produced social media content, and provided guidance for the launch of its [digital membership program](#)

## **Director of Communications | The Assemblage** **April 2017 - June 2019**

- Launched the coworking startup across social media, establishing the brand voice and tone, and managed the community; accumulating over [40,000 Instagram followers](#), 2,000 on Twitter, 21,000 Facebook Likes, and 2,500 YouTube subscribers with 187,000 total views
- As point person for all [event marketing](#), I promoted over 500 talks, workshops, retreats, concerts, and more through social, email, press outreach and partnerships, procuring more than 35,000 RSVPs, 10,000 ticket sales, \$200,000 in revenue and 15,000 unique visitors to our houses over 16 months
- Produced nearly 150 [marketing emails](#)—programming and editorial newsletters, sales offers, product launches, invitations, impact initiatives—and grew the mailing list from zero to 44,000 subscribers
- Responsible for all member communications, via web portal, mobile app, Facebook group, SMS, signage; wrote or edited copy for website, online magazine, sales collateral and marketing materials
- Developed media strategy, pitched stories, [tracked coverage](#), owned press and influencer databases
- Project managed the transition to Splash event management platform, which streamlined workflow and saved the company 100+ labor hours and associated costs every month

## **Copywriter | SapientRazorfish** **July 2016 - April 2017**

- Wrote social media content, marketing emails, and website copy for Mercedes-Benz, smartUSA, The Fresh Market, and USAA, and contributed to new business pitches

## **Digital Copywriter | ROAR Groupe** **Oct. 2014 - June 2016**

- Produced marketing emails, landing pages, social media posts and banner ad copy for JPMorgan Chase & Co and its Freedom, Sapphire, Ink, Ultimate Rewards and Retail Banking businesses

## **Social Media Associate | Blue State Digital** **Oct. 2013 - Sept. 2014** **Communications Manager | adMarketplace** **June 2011 - Oct. 2012** **Executive Assistant | Creative Artists Agency** **March 2007 - Feb. 2010** **Junior Publicist | Block-Korenbrot PR** **July 2005 - Aug. 2006**

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## **Creator | @HuffPoSpoilers** **August 2012 - Present**

- Covered in the [New York Times](#), Adweek, Slate, and others; 50 POLITICOs to Watch 2013 list
- Panelist | SXSW 2017 and MediaPost Social Media Insider Summit 2014

## **Member and Volunteer | [Jews for Racial and Economic Justice](#)** **Sept. 2017 - Present** **COVID-19 Contact Tracer | ASHTO and NCSA Certificate of Completion** **July 2020**

## **B.A. in Journalism (cum laude) | The George Washington University** **May 2004**