

Alejandro Leal

1989 Defoor Ave NW Apt. C

Atlanta, GA 30318

T 404.454.7368

F 770.995.8490

alexanderloyal@gmail.com

PROFILE

I believe that obtaining the necessary skills to succeed in today's media environment is an ongoing process. Every day brings new opportunities for the use of technology to help expand the way people communicate ideas — be it news stories, art, fiction, entertainment, promotional campaigns, etc. I am a strong believer in the vast opportunities that interactive communication provide today's media outlets; my commitment is to continue to expand my skills as new technologies become available and help those looking to reach a greater audience do so.

For an interactive version of this resume, including links to the works cited here and other features, visit my website: a2lv.com/alejandro-leal/

EXPERIENCE

Online Producer, Creative Loafing Atlanta (March 2008 – Current)

Develop and produce content for publication on the main website as well as the editorial blogs as a means of growing audience online for the Atlanta website using proprietary Content Management Software.

This includes developing pages with aggregated relevant content from around the web, as well as original content produced by editorial staff.

Support editorial staff in the creation of online campaigns for special issues, which include original graphics, adapted illustrations, custom layouts for editorial presentation and content, and adaptation of open source and commercial software technology for deployment of editorial initiatives.

Support marketing staff in building and developing new entrance points to online marketing campaigns as well as producing pages for distribution of promotional content.

Created weekly web metrics reports using Google analytics, as well as Quantcast and Omniture.

Develop and coordinate design for new content publishing tools, such as image galleries, specialized pages, podcasts, and blogs.

Online Producer, Creative Loafing Media (January 2006 – March 2008)

Prepare and execute production of the family of websites in the CL Media network (Atlanta, Charlotte, Sarasota, Tampa).

Produce multimedia audio slide shows, podcasts, and image galleries as online added bonus editorial content. Prepare promotional and editorial pages using search engine optimization techniques.

Managed production, implementation, and publication of the editorial blogs using the Wordpress MU

Content Management System.

Created original content, such as articles, lists, graphics and photographs.

Contributed writing and reporting for News/Music departments as well as contributing photographer.

Served as preliminary judge for CL's Fiction Contest 2007 and 2008.

Co-hosted "Ed Loves Bacon," Creative Loafing's podcast on news and culture - www.edlovesbacon.com.

Editorial / News Intern, Creative Loafing Newspaper, Atlanta, GA May - December 2005

Researched potential stories, reported on news happening in the Metro Atlanta area and Georgia.

Investigated the impact of Latinos in Atlanta. Contributed reporting to major cover stories.

Recipient of the Association of Alternative Newsweeklies Diversity Internship Grant for the Summer of 2005.

Co-Founder / publisher Umpbump.com March 2006 - present

Co-Founded an up-and-coming baseball site, featuring commentary and opinion on the sport. The site has generated attention in some media circles, being mentioned and linked to by The New York Times and nytimes.com, about.com, Sports Illustrated online, Startribune.com and other popular sports sites such as deadspin.com.

Designed and developed the site using the Wordpress CMS. Adapted open source PHP plugins.

Currently, UmpBump.com has been visited by over 1.6 million people since its launch in the spring of 2006, and it generates around 32,000 pageviews a month. Designed and developed the site using the Wordpress CMS.

Contributing writer at MLBTradeRumors.com March 2008 - October 2008

Monitor major newspaper's websites, blogs, and discussion boards for trade rumors, adhering to Editor and Publisher Tim Dierkes' standards for posting. MLBTR has quickly become one of the most popular independent baseball websites out there, being featured in the Chicago Sun Times, USA Today and publicly lauded by baseball legend Peter Gammons.

Community Editor, Revista Elite Magazine, Norcross, GA 2002-present

Directed the editorial focus of a Spanish-language community magazine.

Directed, designed, developed and implemented the graphical layout designs of the print edition and published and developed the online edition of the magazine (www.revistaelite.com) using both Joomla! and Wordpress CMS.

Managed the editorial and design teams.

Wrote and edited features on a monthly basis.

SKILLS

I have extensive experience in working with Content Management Systems. I have the ability to understand the architecture of the system in order to maximize its architecture to better present content online. I have worked with various open source CMS (Wordpress, Typepad, Joomla!, Mambo) as well as commercial content management systems.

Extensive knowledge of HTML and CSS. Basic understanding of PHP architecture and syntax. Proficiency in working with “WYSISYG” editors and text editors like Adobe Dreamweaver, BBEdit, TextWrangler.

Extensive knowledge of audio recording and editing software. I've worked with various commercial and open source audio editors and sound recorders for producing podcasts (Sound Studio, Podcast station, Audacity, Peak, Spark LE).

Extensive knowledge and proficiency with graphic design programs like Adobe Photoshop, Adobe Image Ready, Adobe Illustrator, Adobe Go Live and Corel Draw.

I have worked with numerous print layout software programs like Adobe InDesign and Quark Xpress, on the Macintosh and Windows Platforms, and have experience in working with print oriented jobs.

Extensive knowledge of the Apple Macintosh computer and the Mac OS X operating system as well as Microsoft software and the Windows operating system.

I have also worked with video production software like Apple iMovie, as well as produced videos for publication online.

I am fluent, speaking and writing, in Spanish and English. Proficient in French (oral)

EDUCATION

New School University, New York, NY Online MA Media Studies *current, expected graduation, summer 2010.*

Georgia State University, Atlanta, GA

BA Print Journalism 12/2005

BA Spanish Literature 12/2005 (Double Major)

AWARDS & ACCOMPLISHMENTS

2007 AltWeekly Awards: Website Content Feature

First place: Creative Loafing (Atlanta), Mara Shalhoup, Alejandro Leal and Edward Adams, "BMF: Hip-

Hop's Shadowy Empire"

Association of Alternative Newsweeklies diversity grant recipient for Summer 2005.

Recipient of Georgia State University Department of Communication "George Greiff Scholarship" for 2005.

Received "Excellence in Research, Honorable Mention" from the Georgia State University Journalism History Society for "Decisive years in the movement towards repeal of prohibition, 1932-1933".

Umpbump.com has generated attention in various media circles, being mentioned by The New YorkTimes and linked to by nytimes.com; about.com, Sports Illustrated Online, and other popular sports sites such as deadspin.com.