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Summary

"Communication leads to community, that is, to understanding, intimacy and mutual valuing"

- Rollo May

My name is Alisa Boswell-Gore, and I have spent the past nine years working in the journalism, public relations, and marketing fields.

As a first-generation college graduate from a poverty background, I started at the bottom and have spent the past nine years pouring dedication and hard work into all of my professional endeavors.

I ran a newspaper newsroom by myself for four months after only being one year on the job, and in 2012, I was asked to head a start-up energy industry magazine due to my dedication, work ethic, and ability to be independent. And I have been running my own business as I obtain my master's degree.

I am no stranger to hard work. I prefer jobs that require me to work hard and challenge me to grow. And there is nothing I am more passionate about than efficient and effective communication, community relations, and leadership.

I have spent my entire professional life being placed into leadership positions and professional situations in which I had no preparation or training for, and this has taught me to be highly independent while also being a team player and to have the ability to be personable while also being professional. I have adapted to a variety of environments, worked with a variety of personalities, and have overcome a vast amount of obstacles throughout my years in the professional realm.

Experience

Renew Communications

July 2018-present

Owner/operator

Hours vary

Mostly entails managing clients' marketing for them, which entails the creation of static and video ad content, managing and posting to their social media accounts, working with a variety of other companies to fill other needs, such as television stations, radio stations, designers, and billboard companies to have their business advertised in other venues. I always proof the work done by these other companies and give feedback on adjustments to be made.

Responsibilities can vary with certain clients. For example, for a real estate company, I entirely manage their marketing as a whole (as stated above), while the local chamber of commerce hired me on a temporary contract to write the feature stories for their annual magazine. For another client, I am writing his father's life story as I interview him. Others have utilized me as a consultant for input/advice regarding local marketing and public relations and social media.

Running this business has given me the opportunity to learn how to work with Adobe programs, such as the Pro CC video editing software, InDesign and Photoshop, as well as learn new online platforms, such as MailChimp, (re-learn) Constant Contact, Matterport, Wix, and more.

Ashley Homestore

April 2018 to July 2018

marketing manager

10 hrs/week

With guidance from the store manager, I outlined what merchandise would be offered in a specific promotion and what advertising products would be created for that promotion. I then emailed the

promotional details to the various design/marketing companies the company worked with to create the products. I was the communication bridge on behalf of the business throughout the creative process and proofed the various products created for the business.

This company was a client with FocalShift Media and hired me based on the work ethic and professionalism I had demonstrated through that position.

FocalShift Media

August 2017 to June 2018

Senior account manager/contracted

30 hrs/week

FocalShift is a digital marketing company that provides a variety of marketing services, such as social media, static ads, video ads, website design and more.

I served as a communication bridge between the company's designers and customers by regularly checking in with clients regarding their needs and being their point of contact for any and all needs. I relayed those needs to the designers/owners and kept designers on task with deadlines and meeting customer needs.

I used a variety of online platforms in my work, such as Asana, Slack, social media, Word Press and more.

I also scheduled and conducted meetings, giving detailed notes on meetings and coordinated and assisted with events/networking opportunities for the company. I assisted on site with video and photography projects and provided written content and edited written content for websites.

ENMU Athletic Department

January 2018 to May 2018

Feature writer/contracted

Hours varied

I contracted with the Athletic Department of Eastern New Mexico University while they were in between Sports Information Directors to write special interest features for their website as well as the university alumni magazine, Green & Silver Magazine. I also updated player profiles online and helped operate camera equipment during university basketball games.

The Roosevelt Review

August 2017 to August 2018

Feature writer and photographer/contracted

Hours varied

I came up with story concepts for the online publication. I conducted interviews, wrote feature stories and took photos for the publication, as well as posted content to the website.

When I quit working for the publication as a writer and photographer, I still worked closely with their company while operating the Eastern New Mexico University student newspaper by sharing student content with them. This gave students the opportunity to also be published in a community news outlet, along with providing their publication with more content.

Clovis Media Inc./The Eastern New Mexico News,

Previously the Portales News-Tribune

January 2015 to July 2017

Managing editor

40 to 60 hrs/week

I was the face of the Portales news office, who engages in community relations, networking, and building relationships with various government, education, and law enforcement officials, among others.

Edited content daily, supervised and trained one to four staff members at all times, responded to any and all community concerns, questions, and inquiries.

Paginated/Performed layout for the newspaper at least one day per week using the Quark design program then served as a backup paginator.

Created the news budget for each week, determining what the news content would be for each day's newspaper.

Wrote breaking news stories, along with a variety of beats from human interest and education stories to crime and government-related stories, including investigative reporting.

Took photographs for the newspaper throughout the week for news stories and other purposes.

Also served as administrator for the newspaper website and Facebook page, posting breaking news on both, viewing commentary and messages and responding accordingly, as well as furthering the newspaper's relationship with the community.

Exercised skillsets, such as leadership, writing, photography, computer software knowledge, website and social media management, and building community relationships.

- Head editor and publisher of the Clovis and Portales, NM, newspapers asked me to come back to fill this position.
- Took a course in management training and received a certificate in management and personnel styles from Technicon Training & Consulting Services.
- In November 2016, serving as managing editor for the Tucumcari, NM, newspaper (The Quay County Sun) was added to my responsibilities, so I also provided all of the same duties/services to that newspaper, driving down to that community once a month to meet with the staff writer and to build a rapport with the Tucumcari community.

Clovis/Curry County Chamber of Commerce

July 2014 to December 2014

Public relations specialist

21 to 25 hrs/week

Wrote press releases on upcoming events and news as well as professional articles on community events, businesses, and other happenings. Also assisted other organizations associated with the chamber of commerce with public relations.

Assisted in coordination of events and displays and assisted in putting together the annual chamber of commerce community guide and solely edited it. Also gained experience with financial grants.

Exercised skillsets, such as writing, photography, computer software, website and social media management, and building community relations.

- Was hired for this position almost immediately because of reputation in my former position with the newspaper.

Clovis Media Inc./Explore Powering America

Dec. 2012 to March 2014

Journalist/content manager

40 hrs/week with overtime and on-call

Was responsible for writing, photography, editing, page design, social media management, supervising contracted writers and photographers, and communicating with the public in a professional manner in regard to the publication and its content.

Traveled all over West Texas and Eastern New Mexico to "energy boom" areas, making connections with major energy companies, writing stories and taking pictures of their projects and culture. I worked with companies from oil, gas, nuclear, wind, solar, thermal, and utility industries

I was the sole staff member working on this publication, so I handled most of the writing, most of the photography, the editing and the networking, as well as supervised freelance writers and photographers.

Clovis Media Inc., Portales-News Tribune and Clovis News Journal –

Aug. 2010 to Dec. 2012;

Now known as The Eastern New Mexico News

March 2014 to July 2014

Journalist/staff writer

40 hrs/week with overtime and on-call

Editing, supervised freelance writers and photographers, responded to any community concerns, questions and inquiries.

Created the news budget each week, determining what the news content would be for each day's newspaper.

Wrote breaking news stories, along with a variety of beats from human interest and education stories to crime and government-related stories, including investigative reporting.

Took photographs for the newspaper throughout the week for news stories and other purposes.

Exercised skillsets, such as leadership, writing, photography, computer software knowledge, website and social media management, and building community relationships.

Responsible for monitoring newspaper website and Facebook page and posting breaking news on both.

- Won two awards for feature story writing and won employee of the month twice.

- After only one year on the job, I served as the sole reporter for the Portales newspaper for four months at the end of 2011, filling the six-day per week newspaper on my own.
- Started out as an administrative assistant in the Clovis newsroom and was placed as a reporter six weeks later, spending the next four months working both full-time jobs before being allowed to work as just a full-time journalist.

Education

Eastern New Mexico University, Portales, NM

December 2019

M.A., Communication

GPA: 4.0 (will be GPA when I graduate).

Operated the student newspaper in the 2018-19 school year, making improvements to its everyday operations, journalistic style, and rapport with other campus organizations.

Was nominated by faculty in May 2019 for the national Honors Society and now have a membership.

Eastern New Mexico University, Portales, NM

May 2010

B.A., English

GPA: 3.73. Majored in English and minored in journalism.

Was on honor roll and graduated with honors (Magna Cum Laude).

Was part of the writing/poetry association and had multiple short stories and poems published in the English Department *El Portal* publication, winning first place for short stories in one publication and second place for short stories in another publication. Also helped to edit and judge for a third publication. Was vice president of honor society, Alpha Xi Psi, Tau Delta chapter.

Clovis Community College, Clovis, NM

May 2004

A.A., Liberal Arts

GPA: 3.88. Also received a GED from this college in January 2003 in which I received the highest marks possible for reading comprehension.

Was a member of the Phi Theta Kappa honor society and was placed on the Vice-President's Honor List multiple semesters.

Also received an MVP (Most Valued Person) certificate for a public speaking class.

Graduated with honors.

Skills

- Writing: Technical/professional writing, creative writing, ability to develop story concepts, editing, publication management
- Design/art: Photography, publication design, page layout, ad creation, video creation and editing, ability to think creatively, innovative
- Management: Public speaking, community relations, publication management, supervisory and leadership experience
- General skills: Fast-paced typing, computer software, such as Microsoft and Adobe programs, personable, professional, strong work ethic, innovative, approachable, observant and intuitive, good sense of humor, creative, ability to improvise and think on my feet, excellent oral and written communication skills
- Leadership: Excellent at working with a variety of personalities in a variety of environments and providing and accepting constructive feedback and criticism

Honors

- Received \$200 scholarship for a short story for a writer's workshop in summer 2014 - Eastern New Mexico University
- First place in Division II of feature stories in 2011 - Panhandle Press Association

- First place in news writing for Daily Newspapers Class III in 2012 – New Mexico Press Association
- Employee of the month with CNJ and PNT twice in 2011 – Clovis Media Inc.
- Third place winner of short stories for *El Portal* in Spring 2009 – Eastern New Mexico University
- Second place winner of short stories for *El Portal* in Spring 2010 – Eastern New Mexico University
- First Place in News Writing, Division II - Panhandle Press Association in 2017
- Second Place in Feature Writing, Division II - Panhandle Press Association in 2017
- First place winner for presentation at the Student Research and Creativity Conference in Spring 2018 – Eastern New Mexico University
- First place winner in sports features and second place winner in sports photography at the Spring 2018 CommFest – Eastern New Mexico University
- First place winner for Print News Feature Story and second place creative writing: commentary/op ed at the Spring 2019 CommFest.
- Member of the National Honors Society.

Volunteerism

- Volunteered with an after-school reading program at Cameo Elementary in Clovis, NM, in the 2002 time frame
- Volunteered with a lunch buddy program with Valencia Elementary in Portales, NM, in the 2013 time frame
- Member of Portales Women's Club 2016-2019, which entailed working fundraisers and events, as well as donating books to Portales public schools.
- Currently infrequently volunteer with Portales Meals on Wheels, delivering meals to the homes of the disabled and senior citizens. I held a fundraiser for their organization twice to raise funds to pay for seniors' meals for two plus weeks.
- Currently volunteer with United Way of Eastern New Mexico and have served as a board member since May 2017. This entails helping work and coordinate fundraising events and other community projects, as well as helping come up with campaign and advertising slogans and strategies for fundraising endeavors. I am currently working on creating their next campaign video. I attend board meetings where we vote on important topics and issues that will impact the organization and its finances.
- I have been serving as president of Roosevelt County Crime Stoppers since April 2018, which entails receiving and depositing funds for the organization (which funds the needs of our three local law enforcement agencies), conducting the meetings while also typing the meeting minutes, and determining what law enforcement needs the funds will go to, along with other board members.