

Alana James

CONTACT

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Portfolio: [Click Here](#)

EDUCATION

MA Mass Communication, Digital Journalism and Multimedia Storytelling Concentration

University of Florida

BFA Dramatic Writing, Minor in Psychology

New York University

SKILLS

Executive & Personal Support

Producing // Post-production Coordination

Digital Marketing Strategy & Social Media Management

Content Development

Communications, Copywriting, and Journalism

Technical Skills: Microsoft Office Suite, CETA, Asana, Canva, Google Suite, Zoom/Skype/Slack, WIX, Final Draft, Airtable, Expensify, Mailchimp, Wiredrive, Klaviyo, Google Ads, Tableau, ChatGPT, Apollo AI.

ADDITIONAL ACTIVITIES:

Digital Marketing & Communications Assistant

Liberty in a Can

September 2025 - Present

- Track leads for outreach & organic collaborations via Apollo AI.
- Edit copy and editorial materials.
- Digital Marketing campaign strategy for short-form content.
- Technical Writing for Handbooks.
- Research (on nonprofits, influencers, competing brands, and the ambassador program).
- Provide weekly reports on KPIs and strategy updates.

SEGMENT WRITER

Voiriah Productions, LLC

July 2025 – Present

- Develop individual segments & write games/questions.
- Research talent, set design, entertainment trends, sociocultural influences.
- Develop intros/outros, interview questions, skits, and additional script materials.

CO-DIRECTOR, EXECUTIVE PRODUCER, WRITER

‘Silhouette’ (Short Film)

March 2024 - Present

- Manage a team of 50+ across various departments
- Pre-production: location scouting, casting, renting tech, securing insurance, etc.
- Create pitch decks & additional promotional materials.
- Research festivals, grants, competitions, etc.

CREDITS:

“Checking In” (2025) - Production Assistant

“The Art of Unwar” (2019 - 2022) - Writer and Post Production Assistant

Black Girls Smile, “Melanin Euphoria” (2024) - Article Writer

“Go Off You!” (2025) - Reality TV Script Writer

WORK EXPERIENCE:

FREELANCE MEDIA COORDINATOR

WE’VE GOT FRIENDS

Nov. 2024 - Present

- Work with the Director of Operations & Development to plan/implement cross-channel campaigns via Active Campaign and Meta Business (social media, email marketing, press releases).
- Utilize data insights to optimize content performance and drive strategy, increasing visibility and engagement – engagement increased 80% for event campaigns..
- Draft structured & consistent communications for donors and participants.

ARTISTIC ADMINISTRATIVE ASSISTANT, PRODUCTION OFFICE

MAMA FOUNDATION FOR THE ARTS

Aug. 2024 – Dec. 2024

- Collaborated across departments to support artistic and technical programming.
- Managed scheduling, communications, and production setups.
- Maintained organized communication procedures to ensure smooth operations within the artistic department.
- Managed communications and outreach projects as assigned, with pamphlets, digital invites, text blasts, emails, etc.

EXECUTIVE ASSISTANT, SALES & CREATIVE PRODUCTION

FRAMESTORE

Jan. 2023 - July 2024

- Coordinated cross-functional meetings and maintained organized file systems.
- Provided daily executive support to EVP of Advertising (US) and President, Global Advertising & Content.
- Managed production schedules, travel logistics, and expense reporting via Expensify.
- Planned and executed networking events to strengthen team and client relationships.
- Created and curated social media content for the design team’s Instagram.

ASSISTANT EDITOR & SOCIAL MEDIA STRATEGIST

FAIR OBSERVER

Oct. 2023 - Jan. 2024

- Edited, fact-checked, and ensured quality control of articles.
- Developed data-driven social media strategies and campaigns.
- Assisted the communications & outreach team with enhancing content & brand consistency.

ARTISTIC ADMINISTRATIVE ASSOCIATE

MAMA FOUNDATION FOR THE ARTS

April 2022 - Nov. 2022

- Supported creative directors through coordinating talent schedules, payments, securing/producing performances, rehearsals, and other events.
- Assisted with travel arrangements and expenses.
- Developed and posted engaging multi-platform social media content.
- Assisted with press releases, fundraising support, and community networking.

SCRIPT COORDINATOR

BABOON ANIMATION

Dec. 2020 - March 2021

- Supported the President with administrative functions: scheduling, email correspondence/cross-departmental communication, and file organization.
- Coordinated weekly staff meetings, recorded/distributed notes, and managed intern communications.

To whom it may concern,

With a multidisciplinary background in digital content strategy, creative production, mass communications, and cross-channel campaign management, I bring a holistic and audience-centered approach to marketing and content development that is visually compelling, engaging, and results-driven.

Currently, as a Media Coordinator at We've Got Friends, a nonprofit focused on inclusive social programming, I design accessible communications and manage engagement strategies that resonate with neurodiverse teens. I developed and executed campaigns across social media and email marketing, collaborating directly with leadership to align creative direction with strategic goals. From crafting engaging copy to producing behind-the-scenes content, I ensured all materials reflected the brand's voice and resonated with target audiences. My process prioritizes intuitive storytelling, brand consistency, and data-informed iteration. My previous work as an Executive Assistant at a global creative company further sharpened my ability to stay organized, calm under pressure, and responsive to rapidly shifting needs. Tasks included event planning, expense management, production coordination, and communication assistance.

While at Mama Foundation for the Arts, I led content creation for verified social platforms, managed photo and video shoots, and collaborated with creative and executive teams on messaging that blended cultural relevance with organizational priorities. This work sharpened my ability to tell authentic, community-rooted stories while maintaining visual and tonal consistency across campaigns. I've also written editorial articles for the sites Fair Observer, Black Girls Smile, and BookFox.com, strategically determining the best writing style and methods to engage specific audiences.

I am currently completing my MA in Mass Communication at the University of Florida, with a concentration in journalism and digital media. I've developed digital analytical skills on Tableau, creating digital visualizations with various data sets to present a data story. Alongside my studies, I develop independent multidisciplinary productions, contribute to media projects, and pursue opportunities in journalism and communications. With roots in psychology, mass communication, and multimedia production, I aim to explore the deeper layers of influence and causation in the media landscape.

Thank you for taking the time to read about my experiences. I'm hopeful that we can speak further about working together.

Best,

Alana James

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