

# Alison Harford

multimedia journalist • [alisonharford.github.io/portfolio](https://alisonharford.github.io/portfolio)

## CONTACT • EXPERIENCE

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## EDUCATION •

The New School  
August 2022 - May 2023

Masters Certificate in  
Infographics and Data  
Visualization

Syracuse University  
August 2016 - May 2020

Bachelor of Science in  
Magazine Journalism  
and Geography

Graduated magna cum laude

S.I. Newhouse School  
of Public Communications

Maxwell School of Citizenship  
and Public Affairs

Studied abroad at the University  
of Canterbury, New Zealand,  
Jan-June 2019

## SKILLS •

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe Premiere

AP Style

HTML, CSS  
Bootstrap  
Wordpress

Mailchimp

Photography  
Videography

QGIS

### Editor • Moab Sun News • March 2023-Current

Manage and edit work by MSN staff reporters and freelancers  
Oversee the editorial calendar, planning stories and series one month in advance  
Attended the 12-week Google News Initiative Fundamentals Lab  
Post all stories online at [www.MoabSunNews.com](http://www.MoabSunNews.com); maintain design of the site  
Post on social media (Facebook and Instagram), create a social media calendar  
Send a weekly newsletter (increased subscribers by 500%)

### Art Director • Moab Sun News • January 2022-June 2023

Completed a redesign of the print edition to update fonts, style  
Designed the 20 to 24 page edition each week using InDesign

### Staff Reporter • Moab Sun News • August 2021-Current

Write and take photos for 3-5 articles per week  
Cover science, culture, and city council beats  
Work on 1-2 larger reporting projects each month

### Metcalf Institute Science Immersion for Journalists Workshop • June 2023

2023 theme: "Achieving an equitable transition to clean energy"  
As a finalist, attended four workshops learning how to cover the topic as a journalist

### Master's Certificate Student • August 2022-May 2023

Earned a Master's Certificate in Infographics and Data Visualization  
Learned to find and clean data; create interactive visualizations

### Media Manager • Maps.com • Nov. 2020-June 2021

Launched a new geography and mapping blog, "Journeys," with 15+ posts per month  
Added 100K new page views on the site each month  
Re-launched the newsletter, "Explorers Club," and increased click rate by 5%

### Communications • Syracuse Environmental Finance Center • Aug 2019-2020

Wrote webpages, newsletters, and social media blasts about conferences  
Designed posters and Save the Date invites for events

### Freelance work

Worked with Audubon Magazine, Bluedot Living Magazine in the past year  
Designed the 50+ page master plan for the Moab Area Housing Task Force

## • AWARDS & OTHER EXPERIENCE

First place in News/Legal Reporting, Top of the Rockies SPJ Awards 2023  
First place Single Page Design, Top of the Rockies SPJ Awards 2023  
First place in Criminal Justice Reporting, Utah SPJ Awards 2022  
First place Digital Storytelling, SND College Student Design Awards 2021  
First place Design of a Single Issue Ongoing Magazine, AEJMC 2020  
Second place News Photography/Video, Top of the Rockies SPJ Awards 2023  
2023 Metcalf Institute Science Immersion for Journalists Workshop finalist  
Member of The Open Notebook's Science Journalism Slack community  
2020 Designer of the Year (Society for News Design/Marshall Matlock)