

Alexander Whitlyn Jacobs

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EDUCATION

University of Chicago, (Chicago, IL) *Ph.D. English Literature* August 2017
Stanford University (Palo Alto, CA), *B.A., English Literature*, Phi Beta Kappa June 2009

CONTENT STRATEGY AND MARKETING

Fiskkit (San Francisco, CA) (remote) Feb. 2018 - Present
Growth / Marketing

- Created and edited branded web content like blog posts, user guides, and promo materials
- Devised and implemented marketing campaigns from social strategy to lead generation
- Designed unique curriculum featuring Fiskkit's proprietary product for higher ed

Firebelly Design, (Chicago, IL) Nov. 2017
Content Strategist (Freelance)

- Brainstormed channels, personae, and messaging for brand campaign at a global non-profit

State Matters, (Chicago, IL) Feb. 2018 - Present
Research Project/Content Manager

- Planned and executed civics educational modules to condense & clarify Illinois government
- Crafted and edited unique articles, grant docs, video scripts, web content, and research briefs
- Built strategic partnerships with current and retired state politicians, lobbyists, and activists

DIGITAL STRATEGY AND COMMUNICATIONS

Public Narrative, (Chicago, IL) April. 2018 - Present
Digital Communications Strategist (Freelance)

- Led communications seminars on social media best-practices for local municipalities

NORC at the University of Chicago, (Chicago, IL) Dec 2017 – Present
Editor / PR Consultant (Freelance)

- Edited and proofed research proposals and presentations for scholars in the social sciences
- Created policy memos for political lobbyists and company executives on best-practices

Little Red School House (Writing Center), University of Chicago Dec. 2014
Lector for Advanced Graduate and Professional Writing

- Taught effective writing to business professionals and advanced graduate students
- Translated and condensed academic research into grant documents

TEACHING, MENTORING, AND LEADERSHIP

Department of English, University of Chicago Sept. 2015 – June 2017
B.A. Preceptor

- Mentored senior undergraduates writing year-long capstone thesis projects
- Managed and coordinated student mental health issues with college advising staff
- Helped graduating students identify and locate graduate programs, and aided with applications

Department of English, University of Chicago Sept. 2013 – June 2017
Lecturer in the College

- Designed, organized, and taught free-standing courses on American literary history
- Evaluated learning performance and managed discussions through pedagogical best-practices
- Taught digital research methods using a range of archival sources

Chicago Center for Teaching, University of Chicago Sept. 2014
Certification in Teaching Excellence