

Alexander Marion Kowalski

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EDUCATION

University of North Carolina at Chapel Hill
School of Journalism and Mass Communication
B.A. expected May 2010, News-Editorial sequence
Minor in Computer Science; Creative Writing

EXPERIENCE

Columnist/Staff Writer, The Daily Tar Heel, Chapel Hill, NC (January 2007-Present)
University and community paper; daily circulation of 21,500, readership over 40,000

- Writing a bimonthly column on food – restaurants, nutrition, trends, etc – in the community
- Wrote articles weekly for the city desk; covered town and county meetings, school board developments, drought issues, police reports and social events

Editor/Creator, The Biscuit, www.readthebiscuit.com (January 2008-Present)
A web site covering food in the Chapel Hill area through in-depth reporting

- Creating story ideas and reporting on them
- Coded the HTML, designed site and graphics, took photos and videos

Managing Editor/Creator, The Report Card, [Blogs.cqpolitics.com/reportcard](http://blogs.cqpolitics.com/reportcard) (August 2008-November 2008)
A blog revealing how college campuses across the country are participating in the 2008 presidential election; Received more than 13,000 page views in less than 2 months

- Directed content, organized more than 15 students at 7 universities
- Brainstormed initial concept, made proposal, designed site, attracted bloggers

Editorial Projects Team Intern, CQpolitics.com, Washington, D.C. (Summer 2008)
Congressional Quarterly's free web site for policy professionals, opinion leaders and political enthusiasts across the country

- Developed web-based applications using XML, ActionScript, HTML, CSS, JavaScript
- Designed layouts and logos for presidential convention, finance and blog web pages

Staff Writer, Blue & White Magazine, Chapel Hill, NC (January 2008-October 2008)
University general interest magazine; published monthly

- Wrote in-depth features, including story on pro tennis player Tripp Phillips, methods of exercise on campus and the town's preparations for Halloween

Intern, Yankee Magazine, Boston, MA (Summer 2007)
New England leisure and travel magazine; published monthly; national circulation of 430,000

- Conducted research using MRI software to determine information about readership

Founder/Manager/Developer, Chapel Hill Voice, Chapelhillvoice.com (Expected in 2009)
Online participatory news site for UNC driven by user-submitted content

- Planning site's concept, strategy, implementation, and logic and structure of CMS system
- Programming CMS through manipulation and restructuring of WordPress PHP templates
- Designing the layout using HTML, CSS and Photoshop
- Publicizing the site and reaching out to find contributors

ATHLETICS

UNC Men's Crew (August 2006-Present)

- Practicing more than 15 hours a week from August - May
- Competing on a national level against colleges across the country

COMPUTER SKILLS

Proficient in Word, Excel, FrontPage, Photoshop, Flash, InDesign, Incopy, HTML, CSS, Java, ActionScript; familiar with JavaScript, PHP, Ruby and MySQL

HONORS

2008 Online News Association Student Newsroom Scholar; Dean's list all semesters of enrollment

ONLINE PORTFOLIO

<http://unc.edu/~akowalsk> showcases more of my work, including clips and web design projects