

# Alana M. Galloway

(646) 245-6690 • [agalloway220@gmail.com](mailto:agalloway220@gmail.com)

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<b>EDUCATION</b>	<b>UNIVERSITY OF MICHIGAN, College of Literature, Science, and the Arts</b>	
	BA in English, May 2020	
	<ul style="list-style-type: none"><li>Minors in Entrepreneurship BA &amp; Digital Studies BA</li><li>Overall GPA: 3.6/4.0   Major GPA: 3.9/4.0</li></ul>	

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<b>WORK EXPERIENCE</b>		
<b>Oct 2020— Present</b>	<b>FIVERR – Freelance Beta Reader &amp; Ghostwriter</b>	<b>Online</b>
	<ul style="list-style-type: none"><li>Beta read manuscripts and provide critical feedback prior to submission to literary agents &amp; publishing houses</li><li>Ghost write blog posts and articles for high-level clientele in addition to editing pre-written work for proper grammar, syntax issues, organization, tense, clarity, consistency, creativity, etc.; 5/5 star rating on 50+ orders</li></ul>	
<b>March 2020— Present</b>	<b>MONARCH BUSINESS &amp; WEALTH MANAGEMENT – Part Time Administrative Assistant</b>	<b>New York, NY</b>
	<ul style="list-style-type: none"><li>Research &amp; assist with marketing &amp; branding of celebrity clients in the entertainment &amp; sports industries</li><li>Manage company spreadsheets on Excel &amp; construct client pitches using PowerPoint &amp; Word</li><li>Plan meetings, organize files, screen calls, compose meeting notes &amp; provide administrative support</li></ul>	
<b>Jan 2021— April 2021</b>	<b>VIACOMCBS – Coordinator, Global Franchise Planning</b>	<b>New York, NY</b>
	<ul style="list-style-type: none"><li>Updated &amp; maintained internal materials such as one-sheets &amp; decks summarizing statistics &amp; properties of CBS, MTV, Comedy Central &amp; Showtime shows for licensee, manufacturer &amp; retailer distribution</li><li>Tracked product sales &amp; performance using Google Analytics &amp; ViacomCBS's Snowcommerce dashboard</li><li>Organized assets, timelines &amp; sales materials into presentations for client &amp; partner distribution</li></ul>	
<b>Aug 2020— Oct 2020</b>	<b>FRANCINE A. LEFRAK FOUNDATION – Writer &amp; Administrative Assistant</b>	<b>New York, NY</b>
	<ul style="list-style-type: none"><li>Anonymously penned blog posts, articles, LinkedIn posts, and tweets for the foundation on philanthropical and wellness-oriented topics. Simultaneously assisted with office organization, filing, and cataloguing</li></ul>	
<b>June—July 2019</b>	<b>WILLIAM MORRIS ENDEAVOR AGENCY – Intern, Literary Department</b>	<b>New York, NY</b>
	<ul style="list-style-type: none"><li>Read &amp; assessed over 50 manuscripts &amp; proposal material, then compiled quality-based coverage &amp; pass letters for high-level clientele while generating creative angles &amp; pitches</li><li>Organized &amp; updated associate contact database &amp; several literary spreadsheets to increase efficiency in the synopsis writing process</li><li>Shadowed all agents, sat in on meetings &amp; contributed ideas to advertise &amp; promote WME-produced content</li></ul>	
<b>June—Aug 2018</b>	<b>NEW YORK YANKEES – Intern, Partnership Sales and Activation</b>	<b>Bronx, NY</b>
	<ul style="list-style-type: none"><li>Analyzed Yankees sponsors' contractual conditions &amp; integrated assets into KORE Software via deal sheets</li><li>Worked with Sports Digitia platform to create partnership recaps &amp; new initiative decks</li><li>Integrated Nielsen Data for Yankee fan demographics into Sports Digitia platform</li><li>Assisted with &amp; photographed partnership events including batting practices, pregame events, youth clinics, partner dinners &amp; batting cage events for proof of performance, then organized content for recap purposes</li></ul>	
<b>Jan 2013— Jan 2018</b>	<b>THE STEWARDSHIP REPORT – Journalist, Global Luce Leader 2015</b>	<b>Online</b>
	<ul style="list-style-type: none"><li>Wrote and edited articles pertaining to social justice and global issues including human trafficking &amp; bullying</li><li>Interviewed political and influential figures such as Senator Blumenthal and Karolina Kurková</li><li>Rose further awareness via republication in the <i>Huffington Post</i></li></ul>	
<b>July—Aug 2017</b>	<b>JP MORGAN SECURITIES – Intern, Market Research &amp; Sales Support for The Canell Group</b>	<b>New York, NY</b>
	<ul style="list-style-type: none"><li>Participated in mutual fund wholesale meetings to assess current &amp; future allocation alternatives</li><li>Conducted mutual fund reviews for clients to evaluate current holdings &amp; potential investment opportunities</li><li>Assessed clients' goals &amp; objectives for retirement by using proprietary financial planning software</li></ul>	
<b>May—July 2017</b>	<b>STIFEL ASSET MANAGEMENT – Summer Analyst Intern</b>	<b>New York, NY</b>
	<ul style="list-style-type: none"><li>Created &amp; presented a detailed stock pitch on Square (SQ), Discounted Case Flow model &amp; valuation model</li><li>Monitored Stifel represented Hedge Fund &amp; LLP performances &amp; updated Excel spreadsheets tracking Alternative Investment &amp; corresponding index performances</li></ul>	

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<b>LEADERSHIP EXPERIENCE</b>		
<b>Sept 2017— May 2020</b>	<b>MICHIGAN ADVERTISING &amp; MARKETING CLUB (MAM) – Executive Board VP of Marketing</b>	<b>Ann Arbor, MI</b>
	Previous Account Director & Market Research Team Member (Aug 2017–May 2019)	
<b>2018-2019</b>	<b>ALA 258: THE INNOVATOR'S TOOLKIT (BUSINESS COURSE) – Teaching Assistant</b>	<b>Ann Arbor, MI</b>
<b>2016-2018</b>	<b>THE ODYSSEY ONLINE – University of Michigan Staff Writer</b>	<b>Online</b>

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<b>AWARDS &amp; RECOGNITION</b>		
<b>Dec. 2020</b>	Published children's book author; 2 books on Amazon	
<b>Sept. 2015</b>	Greenwich Magazine Top 10 Teens to Watch	
<b>Feb. 2015</b>	US Senate Certificate & State of NY Certificate for Outstanding Achievements for Public Service and Leadership	
<b>Feb. 2015</b>	Global Luce Leader Award from the J. Luce Foundation for Journalism and Leadership	

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<b>ADDITIONAL SKILLS</b>		
	Microsoft Office, Excel, PowerPoint, Photoshop, Google Analytics, Datafaction, Qualtrics, PADI Scuba Certified, Chef, and SoulCycle Enthusiast	