

# Anna O'Neill Alexander

## WRITER & EDITOR

610 348 3248 | aehoneill@gmail.com | terrierstudios.com | /in/anna-oneill-alexander

## SUMMARY

Versatile writer and editor with a proven track record of creating compelling content and marketing materials. Translating a background in research, education, and creative problem-solving into an impactful writing career.

## SKILL HIGHLIGHTS

Writing  
Communication

Editing  
Research

Storytelling  
SEO

Content development  
Digital marketing

## EXPERIENCE

### Version A Media | Remote

#### Writer | October 2021 – present

- Creating engaging B2B and B2C content and marketing materials for international tech companies
- Projects include blog posts, byline articles, client stories, eBooks, emails, research reports, social media content, web page content, white papers, and more

### University of Pennsylvania Museum of Archaeology and Anthropology | Philadelphia, PA

#### Alice and Herbert Sachs Egyptian Collections Conservator | July 2018 – July 2020

- Created and executed treatment plans for 300+ Egyptian artifacts, including monumental structures and Sphinx
- Presented original research at national professional conferences
- Raised public awareness of conservation by hosting Artifact Lab Q&A sessions and writing educational blog posts
- Created content for postgraduate-level University of Pennsylvania course

### University of Pennsylvania Museum of Archaeology and Anthropology | Philadelphia, PA

#### Assistant Project Conservator (Part-time) | June 2017 – July 2018

- Worked with team of four conservators to treat Egyptian tomb chapel wall in public lab space

### Community Arts Norristown | Norristown, PA

#### Project Director (Part-time) | September 2017 – July 2018

- Founding team member of art center in underserved community
- Created and managed website, including all web copy
- Wrote, designed, and produced print and email marketing materials
- Developed educational programs
- Implemented database for client, class, and fundraising management

### Wayne Art Center | Wayne, PA

#### Programs and Exhibitions Associate | September 2014 – June 2017

- Wrote grants, funding letters, and marketing materials
- Maintained press relations, email, social media, and advertisements
- Created and maintained content for websites, including suite of five redesigned or new sites
- Designed, edited and published digital and print material, including six artist statement books
- Maintained online database for client, class, and donation management
- Implemented online ticketing system and online sales management
- Coordinated and installed internationally recognized exhibits

## EDUCATION

Master of Science, Conservation Practice | Cardiff University. 2014.

Bachelor of Art, History of Art, magna cum laude | Bryn Mawr College. 2011.

## CERTIFICATIONS

SEO Certification | HubSpot Academy. 2023.

Poynter ACES Certificate in Editing | Poynter Institute and ACES. 2023.

Grant Writing Certificate | University of Wisconsin Milwaukee. 2022.

## TECHNICAL SKILLS

**Adobe Creative Suite:** Photoshop, InDesign, XD, Bridge

**Coding:** HTML, CSS, WordPress (PHP)

**Digital asset management (DAM):** KeEMU, EmBARK, ARTstor, ProClass, Active Net

**Google Suite:** Google Docs, Google Drive

**Microsoft Office:** 365, Outlook, PowerPoint, Teams, Word

**Project management:** Asana

## PUBLICATIONS, PRESENTATIONS AND PAPERS

Freelance writing projects will be anonymized on request.

- *An Exploration of Consolidants for Ancient Egyptian Limestone.* Journal of the American Institute for Conservation. Co-authored with Nina Owczarek, Molly Gleeson, Jessica Betz Abel and Julia Commander. Taylor & Francis. October 6, 2023.
- *An exploration of consolidants for ancient Egyptian limestone.* Conference paper. Co-presented with Nina Owczarek, Molly Gleeson, Jessica Betz Abel and Julia Commander. *AIC 2020*. Online. July 28, 2020.
- *Monumental menthol: temporary consolidation for rigging architectural stone.* Conference paper. *AIC 2019*. Uncasville, CT. May 16, 2020.
- In the Artifact Lab educational blog posts. Penn Museum. 2017 – 2020.
- Exhibition catalogs and publications. Wayne Art Center. 2014 – 2017.
- *Shells, eggs, bones and related materials.* Conservation guide. Co-authored with Oliver Burton. Chapter in: Baars, C., ed. 2014. *Linking Natural Science Collections in Wales*. Cardiff: National Museum Wales.
- *Back to when: moderating history through conservation and curation.* Conference paper. *Conservation Matters in Wales: Conservation and the Bigger Picture*. Cardiff: Saint Fagan's National History Museum. June 5, 2014.
- *Truly bad or merely sad? The conservation of a pair of ornamental slippers.* Conference paper. *ICON Christmas Conference: The Good, the Bad and the Ugly*. Birmingham: Birmingham Museum and Art Gallery. December 13, 2013.

## AWARDS AND GRANTS

- National Federation of Press Women, First Place – Blog, Corporate or For-Profit. 2023.
- University of Pennsylvania Model of Excellence Award, Sphinx Move. 2020.
- Penn Museum Professional Development Grant. 2019 2020.
- Cardiff University SHARE Travel Grant. 2013.
- Cardiff University SHARE International Studentship. 2012.
- National Welsh American Foundation Exchange Scholarship. 2012.

## OTHER EXPERIENCE

Break into Tech UX Certificate | Skillcrush. Fall 2020 – Winter 2021.

Registered yoga teacher, 200 hours | Yoga with Spirit. Yoga Alliance. 2018.