

## CONTACT

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[alexis-heichman.com](http://alexis-heichman.com)



Phoenix, AZ

## CHARACTER TRAITS

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- Leadership experience
- Teamwork
- Organized & adaptable
- Critical thinker & problem solver
- Creative and willing to improve

## SKILLS

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### Adobe Software:

- Skilled in Acrobat, Photoshop, InDesign, Premiere Pro, Lightroom and Illustrator
- Proficient in After Effects

### Broadcast Technology (CTE Certified):

- Proficient in Slingshot
- Proficient in Daktronics
- Skilled as a technical director, camera operator, audio and teleprompter technician, producer and anchor/reporter

### Camera operating:

- DSLR and mirrorless camera
- Cinema-line camera, color-grading

### Marketing:

- Skilled in verbal & written communication
- Social media creation/research

## PUBLICATIONS

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My work has been featured in Green Living Magazine, The Mesa Tribune, The State Press, Cronkite News/AZPBS and more. I have done freelance videography work with the 19th\* News. One of my films was also nominated for a NATAS Rocky Mountain Emmy.

# ALEXIS HEICHMAN

## MULTIMEDIA JOURNALIST, MARKETING/COMMS

## PROFESSIONAL PROFILE

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Creative and driven journalist with a wide range of experience from reporting in written and multimedia formats, to marketing and social media. My passion is to tell stories in whatever media format makes the story most vivid and enthralls my audience.

## WORK EXPERIENCE

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### Executive Editor- Full Time

#### State Press | May 2024 - Present

Perform tasks such as managing our budget, onboarding and training, monitoring community engagement and DEI progress, as well as manage day-to-day operations. I also have final editorial say over anything published at The State Press.

- Prior roles: Multimedia Director (May 2023-May 2024), Video Desk Editor (Dec. 2022-May 2023), Videographer (Sept. 2022-Dec. 2022)

### Marketing- Internship

#### Make-A-Wish Arizona | August 2024 - Present

I help create content for social media, report and write stories about alumni, help find new and creative ways to engage with those alumni, and work with professionals to improve my marketing skills.

### Visual Reporter- Professional Program

#### Cronkite News/AZPBS | January 2025 - Present

I work as a photojournalist and illustrator to create in-depth multimedia stories. This work is then available on the wire to many local Arizona publications.

## REPORTING IN OTHER COUNTRIES, SUMMER 2024

### Covering the 2024 Summer Olympic Games in Paris, France |

#### Cronkite News/AZPBS | July 2024 - August 2024

Worked as an on-camera broadcast reporter, photographer and produced non-narrative video content. Covered Olympic athletes and sports such as women's rugby and triathlon, as well as French culture stories.

### Photojournalism in Rwanda | June 2024 - July 2024

Documented a local artist for an in-depth photo story, as well as explored the culture.

## HIGH SCHOOL JOURNALISM EXPERIENCE

### Editor-In Chief, The Stampede Newspaper | August 2021- May 2022

### Technical Director and Producer, EHS News | August 2020- May 2022

## EDUCATION

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### Walter Cronkite School of Journalism and Mass Communication at Arizona State University

Bachelor of Arts, Journalism and Mass Communication

Minor in Psychology

2022- Current, Anticipated Graduation: May 2025