

ALANIS HOWARD

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PROFILE

NYC-based media professional with 4+ years of experience in social media strategy, content production, and digital marketing. Proven track record managing multi-platform campaigns, developing mission-aligned content, and translating data insights into audience-driven strategy. Background in film and media sharpens storytelling across organic and paid channels.

EXPERIENCE

Journey to Lead | Social Video Producer & Editor *Feb 2024 – Mar 2026*

- Partnered with founders and board members to develop video concepts and a platform-specific social content strategy aligned with the organization's mission
- Produced and coordinated short-form vertical interview series featuring JOURNEY members; led a crew of five and supervised an assistant editor
- Shot (Sony FX6) and edited all footage, delivering monthly testimonials, fundraising videos, and event coverage across social accounts

Double Exposure Film Festival | Networking Coordinator *Aug 2025 – Nov 2025*

- Spearheaded DX Access + Pitch, the festival's flagship networking program, coordinating logistics, scheduling pitches, and supervising sessions between industry professionals, journalists, and documentary filmmakers
- Circulated and tracked contracts, agreements, applications, and AV materials for all participating industry professionals
- Managed concurrent timelines leading up to the festival, including volunteer communications and organization

Johns Hopkins University | Social Media Manager & Events Photographer *Jan 2023 – May 2025*

- Managed official Graduate Film & Media social media accounts (@jhu.graduate.film), driving content and event promotion across platforms
- Coordinated and promoted programmatic events co-hosted with PR firm Verdant Communications, including the curated film series 'Stories that Matter'
- Tracked all press materials and media coverage for 'Stories that Matter,' monitoring online and trade publications
- Photographed Carey Business School's two-day Conference on Health IT & Analytics (CHITA)

Mia Upshaw Productions & Studios | Feature Documentary Editor *Jan 2023 – Jan 2025*

- Edited all media and footage for documentary feature 'The Social Boot: Boundaries Unchained' in direct collaboration with the filmmaker and subject
- Delivered final picture using Adobe Premiere, Adobe Audition, Adobe After Effects, and DaVinci Resolve
- Coordinated development of original scoring and music licensing with the production company and filmmakers

Johns Hopkins University Student Disability Services | Lead Graduate Assistant *Jan 2023 – Jan 2025*

- Created, edited, and posted content to the official SDS Instagram, independently managing the office's social media presence
- Coordinated calendars, intake procedures, and academic testing accommodations for students with disabilities
- Supported administrative team with student and instructor inquiries, notetaking services, and general clerical operations

Oscilloscope Laboratories | Sundance Film Festival Intern *Dec 2023 – Jan 2024*

- Researched all programmed films prior to festival, compiling press contacts, sales/rep information, and rights assessments
- Attended screenings and P&I's; contributed to internal discussions on potential acquisitions and distribution opportunities
- Assisted publicists on multiple films gathering audience and critic reactions online and in press

SELECTED PROJECTS

'Ms. Willie' - Short Documentary | Exec. Producer & Director *Oct 2024 – Mar 2026*

- Documenting the story of MLK's secretary who transcribed his 'Letter from a Birmingham Jail' (1963) — interviewed Ms. Willie, civil rights figures, historians, and archivists
- Conducted archival research at the Library of Congress and National Archives to source civil rights movement materials

'Apple of My Eye' - Short Film | Producer, Casting Director, Location Coordinator *Feb 2025 – Apr 2025*

- Produced narrative drama-thriller short; managed all cast and crew, production logistics, and equipment transportation
- Drafted contractual cast releases and secured private location permission (Pie Time Shop)

'Don't Poke the Algorithm' - Podcast | Writer-Producer *Mar 2023 – May 2023*

- Produced pilot episode exploring how everyday users manipulate social platform algorithms; conducted primary interviews and platform data research
- Mixed and engineered all audio in Adobe Audition (recorded on SoundDevices MixPre-3 II, Sennheiser MKH 416)

TECHNICAL SKILLS

Platforms: TikTok | Instagram/Facebook (Meta) | YouTube | LinkedIn | X | Bluesky

Production & Editing: Adobe Creative Cloud Suite (Premiere, After Effects, Audition) | DaVinci Resolve | CapCut | Frame.io | Canva

Productivity & CMS: Google Workspace | Microsoft Office Suite | WordPress (CMS) | CRM | Airtable | Figma

AI Tools: Claude | ChatGPT

EDUCATION

Johns Hopkins University, Krieger School of Arts & Sciences

Baltimore, MD | May 2025

M.A. Film and Media

Pace University, Dyson College of Arts & Sciences

New York, NY | May 2022

B.A. Film and Screen Studies | Minors: Creative Writing; Philosophy. | Magna Cum Laude, President's Scholar

AWARDS & RECOGNITION

\$35k Short Documentary Grant, Saul Zaentz Innovation Fund & Fellowship

2024 - 2026

University Experiential Learning Award, Johns Hopkins University

2024

Accessibility & Inclusion Award, Johns Hopkins University Student Disability Services

2024

Gerard Cannon Award, 1st Place in Writing on Film, Pace University

2022

Excellence in Humanities, Outstanding Contribution, Pace University, Dyson Society of Fellows

2022

PUBLICATIONS

Howard, A. "The Evolution of the Manic Pixie Dream Girl..." *Transactions*, Vol. 23. Peer-Reviewed Journal.

Howard, A. "Mimicking Gertrude Stein (?). Another Country." *Aphros*, Issue 63. (2023) Poetry Magazine.