

Allison Churchill

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Experience

NYC Department of Health and Mental Hygiene

January 2023 to Present

Digital content editor

Using editorial experience and front-end web development training to give New Yorkers actionable health information.

- Collaborating with IT and data team to make NYC Health Map more accessible and user-friendly.
- Advise bureau communications liaisons on presenting their information in plain language.
- Lead on efforts such as transition from NYC Well to 988.

Guideposts, New York, N.Y.

June 2013 to October 2020

Content creator/contributing editor

Handled a variety of tasks for magazine publishing division of a faith-based nonprofit, including searching for pitches in submissions inbox and news media; collaborating with art, philanthropy, digital and advertising departments on issue planning; and editing seven sections across three magazines.

- Discovered and mentored amateur writers who either made it to finals of biennial workshop contest or became regular contributors.
- Selected stories and assigned illustrations for a Someone Cares spread deemed “visually and textually excellent” by editor-in-chief.
- Answered the call for submissions to devotional “Pray a Word a Day”; seven were used and needed only light edits, despite it being my first time writing devotions.
- Generally regarded as one of two people in the office who could answer most questions about the company (or would know where to find the answer); also turned to for insight into military matters.

United States Army Public Affairs, Multiple locations

February 2004 to November 2009

Reporter, editor

Told brigades’ stories through a mix of journalism and public relations. Worked with leaders to create media relations and crisis communications strategies. Designed newsletters for each deployment. Liaised with coalition partners for event coverage.

- Published more than 1,000 news releases and photographs for international distribution, including service members’ hometown newspapers and the Department of Defense homepage.
- Leaned on civilian journalism experience to lead editorial efforts of a brigade public affairs office stood up by soldiers new to the Army specialty.
- Served as sole public affairs representative for a 1,000-soldier brigade for nearly 10 months during lead-up to 15-month deployment.

Mineral Daily News-Tribune, Keyser, W.Va.

February 2002 to December 2002

Staff writer/editor

Managed the Lifestyles section; contributed writing, editing and photography to other sections as needed.

- Edited three columnists, including a woman who graduated high school in her 80s.
- Helped readers better understand their community through reporting on high schools, nursing homes, civil service organizations and small businesses.
- Investigated which government agency was responsible for filling a large pothole at a blind spot and what could be done to prevent semis from crushing cars at a traffic light.

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Freelance Work and Internships

US Military Publishing (formerly AmeriForce Media), Bloomington, Ind.

March 2021 to Present

Reporter

Writing human interest stories and news features for Reserve + National Guard, Military Families and Military Influencer.

- Offered major assignments, such as a profile on the Secretary of the Army and several with quick turnarounds.

BeautySage, New York, N.Y.

January to May 2013

Editorial intern

Wrote and edited content for now-closed science-based beauty retail site's blog; uploaded videos to blog, Vimeo and YouTube accounts; and edited product pages.

- Got to immerse myself in the database of scientific studies we used to back up product claims (e.g., moisturizers that claim to be hydrating because they contain honey).

Business Insider (now Insider) New York, N.Y.

September to December 2012

Military and defense intern

Covered national security, military technology and veteran entrepreneurs; wrote original and aggregated content.

- Created slideshows on military equipment that got more than 100,000 views.

Scholastic, New York, N.Y.

June to August 2012

Classroom math magazines intern

Assigned to both DynaMath, for elementary students, and MATH, for middle school students, writing science-based stories and math problems; proofread and fact-checked other writers' work.

- Invited to continue as a freelancer at the end of the summer.
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Education

Academic degrees

New York University, New York, N.Y.

M.A. Journalism/Magazine Writing, January 2013

West Virginia University, Morgantown, W.Va.

B.S. Journalism/News-Editorial, May 2001

Certificates

VetsInTech, remote

Front End Web Development, August 2021

Defense Information School, Fort George G. Meade, Md.

Basic Public Affairs Specialist-Writer, August 2004

Skills

Technical

Microsoft Office and Google Suites | CMS | Smartsheet | SEO | Adobe Photoshop, InDesign and Acrobat Pro | HTML | CSS | Online meeting and event platforms | Facebook, Twitter, Instagram and LinkedIn

Communication

Reporting | Writing | Associated Press style | Plain Language | Editing | Proofreading | Fact-checking | Ghostwriting | Adaptability | Empathy | Audience relations | Collaboration | Research