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Nationality
British / Swiss

Alice Gee

Profile

Highly motivated and adaptable, I seek creative and collaborative work in media. My PR campaigns have provoked conversations around the world and been discussed in outlets including the Guardian, NPR, Newsweek, The Telegraph, Smithsonian, CNBC, Fortune and Forbes. Combining my experiences in media and communications and the visual arts I now seek work with mission-driven storytellers.

Employment History

Media and Communications Specialist at Freelance, Berlin

09/2023–Present

Wanting more challenging opportunities and to diversify my output I began freelancing. Since freelancing, I have secured regular work in digital PR and art journalism projects. I devise and execute campaigns to win relevant coverage and improve search performance, and I regularly see my studies covered in top-tier news sites across the U.S. and Europe.

Content Specialist at Type A Media, London

03/2021–09/2023

Completely new to the industry, within a year I had landed coverage for my interactive data-journalism stories in publications including The Times, The Sun, Grazia, and The I. My stories were also discussed in local parliament, on national news broadcasts and in podcasts (and seen in competitors job adverts!).

Within two years, I was promoted three times, eventually managing the team and organising department meetings and hiring and training staff.

Gallery Manager at Richard-Baker Howard , London

11/2020–03/2021

I successfully organised, promoted, and ran a pop-up show, including packed-out art performances, in a prestigious location in SOHO, London.

Contributing Writer at Ran Dian, Shanghai

10/2019–Present

Interviewing artists and reviewing exhibitions in Shanghai, London and Berlin. Highlights include talking to Angela Bulloch about her installation in the MoMA, V&A exhibited Rui Matsunaga, and a commission to write a short

Links

[Contra Portfolio](#)
[Website](#)

Skills

PR and Marketing	5/5
Communication	5/5
Creative Problem Solving	5/5
Time Management	5/5
Teamwork	5/5
Copywriting	5/5
Leadership	4/5
Data Analysis	3/5

Languages

English	Native speaker
German	A2

Courses

Confident Copywriting at University of the Arts London
02/2023–04/2023

Hobbies

I set up and ran a successful creative-writing workshop for just over a year. I also set myself the task to review all the independent Kinos in Berlin.

story to accompany John Moore Painting Prize winner Han Feng's 2020 exhibition.

Marketing/Data Analyst and Writer at MS Guardio, London

08/2020–02/2021

Gained professional experience as an SEO copywriter and using Wordpress, MailChimp and Adobe Illustrator. I was also given the opportunity to write a long-form investigative piece about the mishandling of COVID-19 in schools.

Assistant Director at Schools Connect , Cambridge

03/2018–06/2019

Schools Connect is a student-run education charity. As the Assistant Director, I helped organise recruitment events, oversaw the appointment of 70 new volunteers, and liaised with senior leadership teams to ensure the smooth-running of our operations there.

I was appointed to this position after leading the most successful tutoring-project of 2018, for which I was also awarded a prize for leadership.

Education

English Literature , University of Cambridge, Cambridge

10/2016–07/2019

Graduated with a 2:1. In my final year, I opted to specialise in Visual Culture.

I also participated in Student Theatre as an Actress, Production Assistant and Stage Manager.

Internships

Team Leader at Cambridge Hub , Cambridge

10/2019–11/2019

As a Team Leader on the Cambridge Hub's 'Social Innovation Programme', I oversaw the compilation of a 70-page marketing research and strategy document for Alzheimer's Research UK which was well-received and many suggestions were integrated into their marketing strategy.