

Alex Macon

Communications professional with strategic marketing experience across corporate, higher ed, and media environments.

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WORK EXPERIENCE

The University of Texas at Dallas

September 2025 – Present

Communications Manager

Richardson, TX

- Lead communications for the Jonsson School of Engineering and Computer Science, managing content and marketing strategy across internal and external channels.
 - Direct public relations, marketing, and media strategy, elevating the school's brand visibility through proactive outreach while managing crisis communications.
 - Develop annual reports; write speeches and strategic messaging for school leadership and executives.
- Train staff and faculty in branding guidelines and best practices for SEO and accessibility.
- Oversee team of student workers, including front-end web developers, graphic designers, and writers.

Public Storage

May 2024 – September 2025

Internal Communications Specialist

Plano, TX

- Partnered with senior leaders to create multi-platform campaigns driving organizational alignment across talent recruiting, change management, employee engagement, and training and development.
 - Managed communications for 6,000 employees at three corporate offices and 3,000+ field facilities.
 - Ghostwrote messages and advised on communications strategy for executives and other leaders.
- Drove employee experience and brand storytelling through video and intranet content, town halls, and events.

Pace Communications

August 2018 – March 2020 | June 2022 – May 2024

Senior Editor

Dallas, TX

- Developed campaigns across print, web, and social for clients including Truist Financial and Southwest Airlines.
 - Led creative for several Truist Financial verticals—launching content hubs, developing annual reports, creating video series, and producing podcasts for campaigns that earned over 100 million impressions.
 - Edited Southwest's in-flight magazine for a circulation of more than 1 million readers per month.

Self-Employed

March 2020 – June 2022

Freelance Writer and Editor

Dallas, TX

- Wrote and edited stories for publications including *The Dallas Morning News* and *Texas Monthly*.

D Magazine

January 2015 – August 2018

Online Managing Editor

Dallas, TX

- Wrote, assigned, and edited stories while managing editorial calendars, social media, and newsletter campaigns.

EDUCATION

University of North Texas

Bachelor of Arts, concentrations in journalism and political science

Denton, TX

ADDITIONAL SKILLS

- Digital content strategy and social media, with experience in WordPress, SharePoint, and Google Analytics.
- Executive communications and ghostwriting; email marketing and audience development.
- AI-assisted content development and workflow automation; visual production via Canva and the Adobe suite.
- Microsoft Office suite; project management platforms including Workfront and Jira.