

# Alex (Alexandra) Kochon

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## PROFILE

Detail-oriented freelance writer and editor based in New York's Adirondacks, specializing in clear, brand-consistent content across digital and print platforms. Experienced in product and retail copywriting, editorial management, and brand voice development. Proven collaborator with a background in journalism, publishing, and marketing, and a passion for outdoor recreation, fitness, and community engagement.

## EXPERIENCE

**Copy Editor/Proofer & Retail/UX Copywriter, The Orvis Company; Sunderland, Vt.**

**(Remote) Dec. 2018 Present**

- Began as a freelance proofreader, editing digital and print content across multiple categories (men, women, fly fishing, dogs, hunting, home goods, luggage, trips).
- Promoted to interim proofreader (April 2024) and then contract copy editor (July 2024), responsible for reviewing all creative copy for web, email, paid social, retail, and catalog.
- Assigned retail copywriting in Oct. 2024: crafted copy for mailers, bulletins, brochures, in-store signage, emails, print ads, coupons, digital banners, and sitewide promotions.
- Expanded role to UX writer focused on refining and unifying content across Orvis.com to improve clarity, consistency, and user experience. Proofed and edited cross-category product copy, including all product landing pages (PLPs) and product detail pages (PDPs), ensuring accuracy, SEO alignment, and brand voice consistency. Standardized product specs, benefits, and descriptions.
- Wrote customer-facing navigation and filter copy, created banners and sitewide promotional messaging, and collaborated with UX, design, and e-commerce teams to deliver cohesive, user-focused content.
- Managed Fall 2024, Spring 2025, and Fall 2025 product copy plans, coordinating content creation and approvals with cross-functional teams.

- Helped revise and standardize fit descriptions and product language; helped create and implement naming guidelines for Spring 2025 and beyond, and maintained and updated the Orvis house style guide.
- Tools used: Salesforce Commerce Cloud, Adobe Workfront, InDesign, Experience Manager, Smartsheet, SharePoint, Figma.

**Copy Editor, Boulder Nordic Sport; Boulder, Colo. (Remote) Aug. 2022 Present**

- Proofread and edited annual retail catalog/magazine in collaboration with owners and design team for the 2022/2023 and 2024/2025 winter editions.

**Production & Marketing Consultant, iPub Cloud International; Mesa, Ariz. (Remote)**

**January 2023 July 2024**

- Managed production and marketing tasks for a hybrid book publisher. Edited blogs, children's books, author bios, and landing pages.
- Developed promotional materials using Canva, Adobe Express, InDesign, and YouTube. Uploaded content to Amazon KDP and Ingram Lightning Source.
- Created Amazon A+ Content and served as liaison among authors, staff, and contractors.

**Category Expert & Content Contributor, Curated; San Francisco, Calif. (Remote)**

**July 2020 March 2025**

- Contributed to content, editing, and sales research teams. Wrote SEO-optimized product copy, articles, and reviews for winter sports and baby/toddler gear.
- Named to “Tiger Team” for editorial excellence. Helped launch and lead the baby/toddler category, and co-developed internal “Gigs” writing platform

**Editor & Web Developer, Ride On! Magazine, Southern Adirondacks, N.Y. Jan. 2019-Present**

**2019-Present**

- Co-founded, wrote articles for, edited, and published three editions of a 50+ page trail guide distributed across the region (2019/2020, 2022/2023, 2024/2025 editions). Developed and maintained the magazine’s website and social media.

**Freelance Writer, Various Media Outlets (Remote) Jan. 2009 Present**

- Contributed to Adirondack Sports & Fitness, Glens Falls Living, and FasterSkier. Regularly write profiles, features, and fitness-related content.

**Race Director, Common Roots Foundation (South Glens Falls, N.Y.) & Stinson Lake Association (Rumney, N.H.) August 2015 Present**

- Directed annual 5K fundraisers, raising over \$85,000 combined. Oversaw logistics, marketing, fundraising, and community outreach. Assisted Stinson Lake Association with achieving 1% For The Planet status.

**Executive Director, Common Roots Foundation; South Glens Falls, N.Y. Dec. 2020 July 2021**

- First executive director of 501(c)(3) nonprofit organization; worked with the Board of Directors to establish the foundation's mission, framework, objectives, and sustainable fundraising. Managed budget, wrote donor materials, and produced a promotional video.

**Managing Editor, EasterSkier; Williamstown, Mass. (Remote) Aug. 2011 Oct. 2018**

- Led content and operations for world-leading Nordic skiing news outlet. Reported live from the 2014 Sochi Winter Olympics and multiple Nordic Skiing World Championships.
- Managed editorial staff and content planning, generated story ideas, built and maintained industry contacts, and fostered strong relationships to enhance brand awareness and audience engagement.

**ACE Certified Personal Trainer; Queensbury, N.Y. Oct. 2012 Oct. 2020**

- Provided individualized personal training coaching and led indoor cycling classes at Fitness In Motion.

**Newspaper Staff Writer; The Post-Star; Glens Falls, N.Y. July 2009 July 2011**

- Covered local and high school sports. Won 2009 APSE and NYS AP awards. Collaborated with news colleagues on an impactful anti-bullying series. Created "Anything Active" weekly fitness column, which appeared on the front page of the sports section. Assisted with section layout using InDesign and front-to-back newspaper proofreading.

**Intern, Beijing 2008 Summer Olympics; Beijing, China July August 2008**

- Produced Olympic News Service press quotes and press releases for boxing and track & field events. Interviewed Usain Bolt following his world-record 100m performance. Quotes appeared on AP, Reuters, China's Xinhua News Agency, and the official Olympics website.

## **EDUCATION**

**Emerson College, Boston, Mass. Bachelor of Science in Print/Multimedia Journalism, 2009**

- Summa cum laude; GPA: 3.88/4.0; Gold Key Honor Society. Minor in photography. Four-year member of the women's soccer team and senior captain. Reporter for The Berkeley Beacon and published in The Boston Globe.

## SKILLS

- Advanced copywriting, copyediting, and proofreading
- Product copy management and style guide development
- Editing for brand voice and tone consistency
- Proficient in Salesforce Commerce Cloud, Adobe InDesign, Workfront, Experience Manager, Smartsheet, Figma, SharePoint
- Content creation for web, email, retail, and catalog
- SEO optimization and CMS publishing
- Strong communicator, team collaborator, and deadline-driven multitasker

## VOLUNTEER WORK

- Counselor, Under the Woods Foundation summer camps (for children on the autism spectrum)
- Toy distribution organizer, Operation Santa Claus (Adopt-a-Child program)
- Race director, River Run for the Roots, Couch to 5K community training program, (Common Roots Foundation); Stinson Lake 5K Run/Walk (Stinson Lake Association)