

# Alex P. Kellogg

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## EXPERIENCE

### **Founder, Kellogg Communications**

**2018 - present**

Founder of a consulting firm that offers expertise in strategic communications, marketing, branding, social media management and web development.

### **Freelance Contributor, Multiple Media Outlets**

**Multiple locations**

**2000 - present**

I'm fortunate that my reporting and analyses have appeared in or been praised by a number of print and online publications, including

- *The Atlanta Journal-Constitution, The Boston Globe, The Christian Science Monitor, The Dallas Morning News, The East Bay Express, The Guardian US, The San Francisco Chronicle, USA Today, The Washington Post, The American Prospect, Black Issues Book Review, The Crisis, The Trace and Travel + Leisure* magazines, as well as *africana.com, aldaily.com, altnet.org, bet.com, cbsnews.com, cnn.com, msnbc.com, NBC BLK (part of nbcnews.com), The National Review Online, Ozy.com, Wonkette and Yahoo News.*
- Produced work from abroad for The Associated Press and the United Nations Integrated Regional Information Network (IRIN), a UN-backed newswire, as well.

### **Communications Strategist, Coming Clean**

**2020 - 2021**

Lead Communications Strategist for Coming Clean, a nonprofit which has created a coalition of more than 175 environmental groups, ranging from larger organizations such as the Sierra Club to smaller organizations such as Women's Voices for the Earth and Toxic Free NC.

- Deepened relationships with mainstream and niche media, and built fresh relationships with key reporters at NPR, Bloomberg, and Grist.
- Increased how often our press releases were read by 25 percent.
- Assisted multiple workgroups with formulating media-related ideas and building their capacity to do robust media outreach.
- Led our overall media strategy.
- Created a streamlined content calendar that was easier for management to use and understand.
- Collaborated with partner organizations on coordinated media pushes, video production and other tasks.

### **Communications Manager, Detroit Future City**

**Detroit, MI**

**2016 - 2017**

Communications Manager at a key think tank aiming to help revitalize Detroit in the next 50 years. Working closely with our entire team, I was fortunate to:

- Help shepherd the editing of several first-of-their-kind special reports that received statewide media attention, and even national coverage in a key instance.
- Provide consultation, oversight and management to media relations, branding/graphic design, web development and social media subcontractors/consultants.
- Manage, facilitate and streamline communications processes and deadlines.
- Work in tandem with Detroit Future City leadership, work groups, stakeholders and community audiences.
- Write and edit content for media, social media, marketing collateral, internal communications, funding letters, grant applications -- including a \$100-million-MacArthur grant application -- and more.
- Collaborate with a supplemental public relations contractor on all of the above responsibilities.
- Increase our already-robust Twitter following by 15 percent in my first year.

### **Contributing Editor**

**2012 - 2014**

Offered insights on drafts of the manuscript of *Obama and Kenya: Contested Histories and the Politics of Belonging* by Matthew Carotenuto, Associate Professor History and Coordinator of African Studies at St. Lawrence University, and Katherine Luongo, Associate Professor of History at Northeastern University.

Assisted with the editing of drafts of the manuscript of *Behind the Kitchen Door* by Saru Jayaraman, published in February 2013 by Cornell University Press.

- Jayaraman's book blends the personal narratives of restaurant workers in New York City, Washington, D.C., Los Angeles, Chicago, New Orleans and elsewhere with investigative journalism.

### **Correspondent, National Public Radio**

**Washington, D.C.**

**2010 - 2012**

National Correspondent who covered race and diversity-related issues and produced general-assignment news and feature stories as well.

- My broadcast pieces primarily aired on *Morning Edition* and *All Things Considered*, NPR's two flagship programs.
- At the time, it was rare for a correspondent to regularly produce distinct, multimedia web packages to accompany his or her broadcast stories, but I did this regularly.

### **Reporter, The Wall Street Journal**

**Detroit**

**2008 - 2010**

Auto and general assignment reporter who covered Chrysler during the automaker's historic bankruptcy, as well as other domestic and foreign automakers, including BMW and Honda. I also later covered the resilience of a wide variety of Michigan residents during the Great Recession.

- Part of a team of reporters who won a 2010 New York Press Club award for "Detroit in Decline," a 2009 series focusing on the collapse of the U.S. auto industry into the government's arms.

- A front-page feature story I wrote for The Journal won a pair of first-place, feature-writing awards in 2011. My coverage of Motown also won me the “Spirit of Detroit” award from the city, which requires a unanimous vote by the city council.
- Offered news analyses on the Journal’s podcasts and on a number of local and national radio programs, including NPR’s metro Detroit affiliate and one of its syndicated, national shows.

**Reporter, The Detroit Free Press**

**Metro Detroit**

**2004 - 2008**

Metro reporter who covered roughly a dozen suburban communities. I also contributed to the entertainment and business sections of the paper and penned an Op-Ed on Obama and the sometimes complex nature of racial identity.

**Reporting Fellow, The Chronicle of Higher Education**

**Washington, D.C.**

**2000 - 2002**

Reporting fellow on the paper's national staff responsible for producing both online news stories and features for the weekly print edition.

**News Writer, CBS Boston**

**Boston**

**1999 - 2000**

News Writer for CBS’s Boston affiliate. This was a great environment for a young journalist to learn how to work on tight deadlines.

**Producer, Reuters Television Ltd.**

**Nairobi, Kenya**

**1997 - 1999**

Producer who worked primarily for "Africa Journal," a weekly newsmagazine show that aired in more than two dozen countries. Produced TV news, TV features and text stories. My stories aired on BBC, CNN, Sky and other international and domestic broadcasters.

**EDUCATION**

**Harvard College**

B.A. in Social Studies, an interdisciplinary humanities major, with cum laude honors.

**MORE ABOUT ME**

- Co-founder of a scholarship awarded to two students at my alma mater each year who exhibited leadership, academic prowess, and a commitment to giving back.
- Helped a student group at my alma mater create an alumni speaker series and mentorship program in order to introduce them to careers outside of Wall Street.
- Mentor of a handful of University of Michigan and Emory students, and occasionally speaker on or moderator of panels at U of M.