Alex Novick

VIEW PORTFOLIO

Content Strategy, Storytelling & Editorial Leadership

alex.novick@gmail.com | (516) 297-3037 | LinkedIn profile

Content marketing and editorial leader who builds content engines that establish brand authority and drive growth. Built an international editorial operation for the NBA, directed researchers and advanced analytics content at ESPN, led content engines for AI and B2B tech companies. Brings creative direction, thought leadership and earned media experience together with technical storytelling, SEO and AI discovery, grounded in a business owner's focus on customers and results.

SELECTED CONTENT & COMMUNICATIONS WORK

Founder & technical storytelling. Developed thought leadership with Argo AI's founders and engineers. Interviewed Baliston co-creator Philippe Starck, then scripted and edited the company launch video.

AI-powered research & production. Used Perplexity to develop Hancock's educational library for SEO and AI discovery. Produced HomeDog marketing videos with CapCut's transcript-based editing.

Earned media & PR. Baliston pitches secured Forbes and Fast Company placements; wrote Argo AI partnership press releases. Secured HomeDog coverage in Axios Denver and Denver Business Journal.

Hands-on editorial leadership. Built the NBA's international content engine and led a team of 20+. Applied ESPN newsroom training to coaching writers and hands-on writing, editing, and production.

PROFESSIONAL EXPERIENCE

Content Marketing & Digital Strategy Consultant

2020 to Present

- Led Hancock Processing's financial services website rebuild: architecture, service copy, landing pages, FAQs, Wix design, analytics, conversion paths, and search setup.
- Develop search engine optimization (SEO) and generative engine optimization (GEO) strategies, using audience questions and AI visibility reviews to structure content for discovery and accurate attribution.
- Use GA4 and search tools to prioritize high-entry pages, content refreshes, and stronger conversion paths.

HomeDog

Founder | Head of Content and Brand | 2024 to 2026

- Founded and operated a membership business combining dog daycare, coworking, events, and nonprofit partnerships. Owned strategy, fundraising, and operations.
- Built brand voice and web, email, social, SEO, video, press, and event content. Used conversion data to shift acquisition campaigns from direct membership sales to a free day-pass offer.
- Developed investor materials and reporting; managed budgeting, forecasting, pricing, and cash flow through launch and growth.
- Hired, trained, and managed staff; established brand and publishing standards and standard operating procedures (SOPs) for scheduling, vendors, and events.

NBA.com / The Sporting News

Head of International Content and Multimedia | 2016 to 2024

- Built an international content engine for the NBA; recruited and led 20+ writers, editors, and producers across eight markets. Operationalized editorial standards, calendars, and performance workflows.
- Directed web, social, newsletters, branded and affiliate content, and documentaries with product, analytics, design, commercial teams, and outside brands.
- Grew organic search audiences 400% over 3+ years through localized content, SEO, and analytics, supporting conversion goals for League Pass subscriptions and All-Star Voting in international markets.

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PROFESSIONAL EXPERIENCE CONTINUED

Baliston Footwear

Content Marketing and Brand Consultant | 2022 to 2023

- Built brand voice and a launch content engine for a sustainable wearable-tech startup, connecting Philippe Starck's footwear design with gait-analysis technology and walking health.
- Wrote and edited product education and thought leadership on walking biometrics, wearable technology, and sustainable design, translating technical expertise into brand authority and consumer trust.
- Directed website, video, social, SEO, PR, and fundraising content with founders, technical experts, Starck's team, and agencies for consumers, media, B2B partners, and investors.

Argo AI

Head of Content Marketing and SEO | 2021 to 2022

- Led content strategy for Ford- and Volkswagen-backed self-driving technology company Argo AI, building brand authority across the corporate publication, newsletter, LinkedIn, social, and YouTube.
- Interviewed engineers and ghostwrote executive thought leadership on machine learning, sensors, safety, and deployment capabilities and limits for partners, policymakers, investors, recruits, and the public.
- Wrote press releases and B2B partnership stories for Lyft and Walmart; managed internal writers and Epic Digital from research and assignments through editing, distribution, and performance analysis.
- Established technical, PR, and legal review workflows with communications and external affairs. Grew site users 130% and search impressions 300%+ in 12 months.

ESPN

Associate Manager | Stats and Information Group | 2014 to 2016

- Managed five direct reports and helped direct 100+ researchers and analysts for television and digital, including recruiting, hiring, and training.
- Used ESPN's proprietary data and advanced analytics to identify newsworthy patterns, develop original story angles, and strengthen editorial coverage and sponsored content.

Foot Locker

Digital Content Consultant | 2020 to 2021

- Redesigned CRM, e-commerce, and product-launch copy workflows. Coached writers and aligned brand voice, reviews, and deadlines across internal staff and a third-party production team in India.

The Topps Company

Associate Brand Manager | NFL and MLB | 2010 to 2014

- Developed trading cards: concepts, budgets, athlete partnerships, photography, autographs, and memorabilia. Marketed through Arizona Fall League and Baseball Factory promotions and sponsorships.

MLB Advanced Media | Writer, MLB.com | 2009
NBC Sports Digital | Writer, Rotoworld.com | 2008

EDUCATION & TOOLS

Master of Arts in Journalism | Hofstra University
Bachelor of Arts in Communication | University of Pittsburgh

Google Analytics (GA4) | Search Console | Ahrefs | Semrush | HubSpot | Adobe Suite | Canva | Wix

AI research & writing: ChatGPT | Claude | Perplexity | Fireflies
AI video & visuals: Descript | CapCut | Riverside | Adobe Firefly