

Alison Weissbrot is an award-winning journalist with expertise in the advertising, marketing and technology industries. As the US Editor of Campaign, Alison steers the publication's editorial strategy and coverage in the ad industry's largest market while supporting the production of key industry events and awards shows.

Previously, Alison was a staff reporter at AdExchanger, where she covered advertising agencies, the future of TV and the digital audio industry. Prior to that she was a copywriter at MarketSmiths, writing digital marketing copy and producing campaigns across multiple verticals.

Alison also worked in editorial at award-winning travel journalism site Fathom. She has a B.A. in International Studies and Spanish from the University of Michigan.