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## GRETCHEN EICHENBERG

254-715-1016

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4817 Lockwood Drive

Waco, Texas 76710

### Education

**University of Missouri,**  
Columbia, Missouri —  
BA in English, 1992

### Skills

- Writing and reporting
- Interviewing and storytelling
- Creative thinking
- Copy editing
- Photography
- Diverse knowledge in various market segments
- Proficient in Adobe InDesign and PhotoShop

### References

**Michelle Johnson**, publisher,  
*Wacoan* magazine  
254-722-5182

**Carlos Sanchez**, former editor,  
*Waco Tribune-Herald* and *Austin American-Statesman*; former senior editor, *Texas Monthly*  
956-292-7026

### Memberships

**Society of Professional Journalists**

### Experience

**Contributing reporter, lifestyle/business • Fox News Digital — 2022-present**

Generate and write feature story ideas for online platform of Fox News. Content focused on family, wellness, veterans, business, good news and also odd news.

**Freelance writer, Waco, TX — 2009-present**

Generate and write feature story ideas for the *Wacoan*, the monthly independent city magazine of Waco, Texas. Content: people, culture, home and garden, education.

**Journalism adviser, Waco, TX — 2009-present**

Generate and write feature story ideas for the *Wacoan*, the monthly independent city magazine of Waco, Texas. Areas of focus include people, culture, home and garden, education. Advises award-winning student newspaper of Vanguard College Prep.

**Editor, *Waco Today*, Waco, TX — 2007-2009**

Lead the creative and editorial restructuring of the *Waco Tribune-Herald's* monthly city magazine. Guided the editorial direction and developed a team of writers who fit the vision. Planned each month's line up of features and photo shoots, as well as wrote stories for every issue.

**Freelance Writer, Waco, TX — 2002-2007**

Developed and wrote monthly features for local city magazine, focusing on people, homes, health and education.

**Executive Editor, *Wacoan* magazine, Waco, TX — 1997-2002**

Responsible for all editorial, production, circulation, sponsorships and community outreach. Duties included planning issues, writing stories, assigning stories, editing stories, managing freelance writers, conceptualizing magazine covers, assigning photography and representing the magazine throughout the community.

**Copywriter, *The Kansas City Star*, Kansas City, MO — 1995-1997**

Developed campaigns and wrote creative copy for internal marketing department of major metropolitan daily newspaper.

**Senior Writer, *Expansion Management* magazine, Kansas City, MO — 1993-95**

Developed, researched and wrote news stories for international economic development magazine, focusing on quality of life, tax incentives, manufacturing, facilities and businesses considering an expansion or move. Traveled extensively to interview industry leaders, economic development teams and lawmakers.

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