

Brienne Gacke

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Please note: My legal identity is Reid Gacke and previous bylines and correspondence will still be under that name. I can provide proof that Reid Gacke was (and still is) my legal name at request. I apologize for any confusion this may cause.

GOAL

To obtain a job as a writer in journalism, copywriting, or related fields in order to utilize my training and natural talent as a writer. To produce excellent, quality content in order to build my portfolio.

Portfolio of select work is available at <https://brgacke.journoportfolio.com/>. Additional examples of my work can be obtained by request.

EXPERIENCE

Newsroom Editor, Business Wire

San Francisco, California - November 2019 to Current

Currently working as a newsroom editor for Business Wire, where I edit a large volume of press releases for release to various circuits - from small regional circuits, to national circuits, to global circuits. All editing must be done quickly and accurately, often while under significant pressure. After proofing, articles must be formatted and uploaded to the Business Wire system for distribution.

Grocery Stocker, Target Stores

Walnut Creek, California - August 2018 to May 2019

Data Entry Temp

Walnut Creek, California - June 2017 to May 2018

Reporter/Editor, Ledger Newspapers

Balsam Lake, Wisconsin — August 2005 to August 2008 and May 2014 to March 2017

Started at the County Seat Newspaper as a sports writer in August, 2005. Over time, took on other responsibilities as a beat reporter, government reporter (covering village board, city council, and county board meetings), court reporter, and, eventually, editor. Oversaw and directed the workings of up to two other reporters while continuing my own responsibilities in St. Croix Falls, Balsam Lake, and the county beats. Also maintained a semi-regular editorial column called *A Musing*. Dropped full-time employment in 2008 to begin my master's degree work, but remained on staff as a freelance writer during a portion of that time. Returned to full-time employment in May of 2014 as a beat reporter and sports reporter. Took my own photographs and gained a working understanding of journalistic photography.

Freelancer, Editor in Chief, Only Single Player (www.ONLYSP.com)

July 2015 to July 2016

Began as a freelancer for Only Single Player, a website devoted to news, reviews, editorials, and feature articles about single player video games. Provided frequent content (primarily news and editorials) and helped to coordinate the team. Was promoted to Editor in Chief in November, 2015. My primary duties consisted of editing and scheduling content for publication online as well as continuing to provide content, like my bi-monthly Editor in Chief Addresses, weekly Indie Game Roundups, and a monthly feature called "Boss Tunes" in which I interview video game cover musicians and write about them and their work.

Professor, University of Wisconsin - River Falls

River Falls, Wisconsin — September 2011 - December 2011

Was approached personally by the English Department Chair after completing my coursework at UWRF and asked to teach a freshman English course meant to improve students' English reading and writing proficiency of foreign students and acclimate them to the cultural differences between universities in America and universities in their home countries. Developed a curriculum based on these goals

and adjusted this curriculum as necessary based on observation of the class progress. Received a very positive faculty review for my work with this class.

Professor, University of Wisconsin - River Falls

River Falls, Wisconsin — September 2010 - December 2010

As a result of my performance in UWRF's Taiwan teaching program (see below), I was hand picked along with one other student for a new teaching program meant to improve the reading skills of students who failed to meet the school's minimum English ACT scores but were still able to enroll. Developed a curriculum based on this goal, administer this curriculum, adapted the curriculum based on the ever-changing needs of the class, and graded the work of the students.

Teacher, University of Wisconsin - River Falls

River Falls, Wisconsin — August 2010

Started teaching career in Taiwan as part of a travel program with the University of Wisconsin - River Falls. Spent a month holding daily workshops with a group of 12 Taiwanese college students at Shih Hsin University in Tai Pei City. Worked with the class on numerous skills with activities personally prepared beforehand.

EDUCATION

Concordia College, Moorhead, Minnesota

BA English Composition, Minor in Music — 1999 - 2003

Completed college with a bachelor of arts in English Composition with a focus on nonfiction essay writing. Also had a wide variety of experience and coursework in other forms of writing including poetry, fiction, and journalism, as well as different genres of writing like criticism, argumentative, and persuasive.

University of Wisconsin - River Falls, River Falls, Wisconsin

Masters in TESOL — 2008 - 2011

Returned to school to become an English teacher. Coursework included pedagogical studies, deep linguistics, basic and advanced grammar courses, as well as additional writing courses. Also served as an ESL tutor and was personally selected by faculty members to teach two courses (see above for employment history). Coursework is complete, but I did not complete my thesis.

SKILLS

- Extremely competent writer, versed in a number of styles and genres.
- Excellent understanding of the structure and workings of the language. Able to teach others the rules of English and how to apply them.
- Skilled and experienced photographer.
- Versatile and willing to learn, enjoys learning and utilizing new skills.
- Excellent computer skills. Experienced with a number of common computer programs and applications.
- Understanding of SEO via personal research and a highly-reviewed UDEMY course