

# LEANNE MAXWELL



**Writer | Researcher | Designer**

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**Portfolio**  
[leannemaxwell.journoportfolio.com](http://leannemaxwell.journoportfolio.com)

## SKILLS

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Autodidactic writer with a passion for exploring new topics and staying ahead of the trends. Propensity for uncovering lesser-known details and fostering a nuanced perspective.

Skilled at crafting attention-grabbing headlines and introductory text with a strong understanding of accessibility standards and inclusive language. Discerning of clients' and audience's interests and invested in engaging with blog readers and social media users.

Experienced with search engine optimization, fact-checking, editing, and proofreading; compiling, logging, and transcribing data; managing multiple projects at once; and collaborating with colleagues and integrating feedback.

Designer's eye for merging copy with well thought out graphics and an ongoing interest in experimenting with the latest online storytelling tools.

## PROFESSIONAL EXPERIENCE

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**SFist.com ⚡ Grub Street SF ⚡ CBS Bay Area ⚡ Passive House Accelerator  
Cultural Arts Division of San Francisco Recreation & Parks**

### WRITER

- ⚡ Independently investigate and research topics including San Francisco history and culture, social media ethics, disability and neurodiversity, and self-improvement and relationships.
- ⚡ Wrote and edited copy for client marketing materials, websites, e-newsletters, and social media outreach.
- ⚡ Wrote 2–3 event, news, and local interest posts per day for SFist.com for eight years; brought in guest writers and curated a popular local memoir series.
- ⚡ Filled in for Grub Street San Francisco editor; wrote family event posts for CBS Bay Area.

### WEB & PRINT DESIGNER

Executed design and production of multiple publications annually for twenty years; created client advertisements, marketing materials, and course listing brochures; established and adhered to consistent client brand and style guidelines. Built and updated responsive client websites; stayed up-to-date on SEO and accessibility standards.

## EDUCATION

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**Indiana University**, Bloomington, 1992–1996, *Bachelor of Arts, Studio Art/Photography*

**University of California Berkeley Extension**, San Francisco, 2010–2012, *Professional Sequence in Graphic Design*