

ALLAN BRETTMAN

PORTLAND, OREGON

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allanbrettman.com

CREATIVE CONTENT SPECIALIST

Proven storyteller who uses resourceful ingenuity to maximize audience engagement.

Dynamic and flexible innovator recognized for developing, honing and delivering inventive, quality content, strengthening brand and engaging diverse audiences. Leverages expert creativity and project management skills to cultivate timely, impactful news, features and information.

CORE SKILLS

- Superior writing, editing, research and presentation abilities.
- Deep experience in connecting with people of diverse age, gender, ethnicity and background and telling their stories in ways that resonate with broad audiences.
- Expertise in marketing news, features and information to internal and external constituents.
- Knowledge of successful online practices, including SEO, social media and iterative posting.
- Expert in a wide variety of storytelling techniques and how to use them appropriately.
- Able to distill complicated issues for general audiences without diminishing their importance or impact.
- A high comfort level working under tight deadlines, unpredictable circumstances and exacting standards while juggling multiple priorities and projects.

PROFESSIONAL EXPERIENCE

PACIFIC NORTHWEST NATIONAL LABORATORY, Richland, Washington

Science Writer

2018-present

- Develop and execute original communications products to inform prime audiences: U.S. Department of Energy, research funders, project partners, research and development communities, industry partners, and internal audiences.
- Research, write, and produce articles, newsletters, digital stories, presentations, videos, reports, educational outreach materials, and other content to highlight laboratory progress.
- Contribute content ideas for social media channels and websites.

THE COLUMBIAN, Vancouver, Washington

Business Editor

2018-2019

- Organized business news coverage for rapidly growing Southwest Washington economy.
- Supervised business news staff, assigned stories, edited copy.
- Edited daily local, national and international business news report.
- Wrote weekly in-depth business news features.

OREGONIAN MEDIA GROUP, Portland, Oregon

Reporter

2000-2018

- Developed a first-ever sports business beat to track Oregon's athletic and outdoor products cluster -- one of the state's most important industries -- as well as the behind-the-scenes functions of Oregon's professional sports teams and other for-profit athletic endeavors.
- One of the primary rapid response reporters dispatched to breaking news to quickly absorb information and post clear, comprehensive stories to oregonlive.com.
- Researched and wrote monthly in-depth, enterprise stories on a wide variety of topics.
- Averaged more than 100,000 page views per month; exceeded 2017 page view goal by nearly 300%.
- Embraced emerging technologies to gain audience and social media shares, producing photo and video packages.
- Engaged with more than 4,000 verifiable Twitter followers, keeping them informed with story links, photos and videos.
- Followed journalistic principles rigorously with thorough fact gathering and fact checking, writing with precision and flair.

OTHER PERTINENT EXPERIENCE

Adjunct journalism and technical writing instructor, Washington State University-Vancouver | Reporter/News Editor, The Daily News, Longview, Wash. | Reporter, The Commercial Appeal, Memphis, Tenn.

EDUCATION

Bachelor of Science, Journalism, University of Illinois at Urbana-Champaign

Student, Santa Fe Science Writers Workshop || Fellow, Wharton Seminars for Business Journalists, University of Pennsylvania, Philadelphia || Fellow, Donald W. Reynolds National Center for Business Journalism, Arizona State University, Phoenix || Fellow, National Association of Science Writers, Baltimore || Student, American Press Institute, Reston, Va. || Student, The Poynter Institute, writing workshops

PERTINENT ARTICLES

http://www.oregonlive.com/playbooks-profits/index.ssf/2013/12/trail_blazers_president_chris_2.html

http://www.oregonlive.com/playbooks-profits/index.ssf/2013/10/trail_blazers_tweak_ticket_pol.html

http://www.oregonlive.com/playbooks-profits/index.ssf/2014/04/trail_blazers_attendance_dips.html

http://blog.oregonlive.com/behindducksbeat/2010/12/phil_knight_on_oregon_ducks_as.html

http://www.oregonlive.com/business/index.ssf/2011/06/nikes_swoosh_brand_logo_hits_4.html

http://www.oregonlive.com/playbooks-profits/index.ssf/2014/06/phil_knights_address_to_the_gr.html