

# JENNIFER REED

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## OBJECTIVE

Award-winning regional journalist, educator and communication specialist seeks opportunities to report on climate/environmental issues.

## SKILLS

- Superior writing and editing skills
- Teaching, coaching, managing teams
- Translating complex or technical material into reader-friendly vernacular
- Maintaining scientific and technical accuracy in reporting, while speaking to lay audience
- Commitment to including multiple voices, perspectives, communities in reporting
- Relentless researcher

## EXPERIENCE

**07/2019 to Present Editorial Director**

**Naples Botanical Garden** – Naples, FL

- Responsible for increasing public awareness and understanding of Naples Botanical Garden's mission-based work in plant conservation, horticultural research, scientific collections and environmental education.
- Conceived, wrote and edited *Conserve*, an annual magazine focused exclusively on the Garden's science and conservation work.
- Created the blueprint for a redesigned member magazine, *Cultivate*. Shifted editorial content from basic public relations content to in-depth features that explore the natural world and other aspects of the Garden's mission.
- Wrote a legislative appropriations request, yielding \$750,000 in state funds for a new horticulture campus.
- Successfully solicited media coverage for Garden restoration and conservation projects; contributed guest columns to local media on behalf of the CEO.
- Expanded the Garden's website to include conservation and education content; launched and managed the *Notes from the Garden* blog.
- Served as writing coach, editor, and content strategist across departments, helping scientists, horticulturists and educators craft articles and blog posts in reader-friendly, accessible language.

- Wrote speeches and presentations for the CEO and executive staff for Garden events, community meetings, and presentations to elected officials.

**07/2019 to Present Freelance Writer**

**self** – Fort Myers, FL

- Covered Hurricane Ian (2022) for *The New York Times*, garnering a 1A byline, lead National article and Sunday edition article at the storm's 1-year anniversary.
- Produce in-depth features for Southwest Florida's *Gulfshore Life* magazine with a focus on environmental issues.
- Contributed to *Florida Trend* magazine
- Content writing and communications strategy services for area businesses, including Catalyst Asset Management/Catalyst Community Capital (Tampa, FL) and Better Together, a statewide nonprofit foster care organization (Cape Coral, FL).

**07/2015 to 07/2019 Senior Editor**

**Gulfshore Business magazine** – Bonita Springs, FL

- Edited all copy; worked with freelance writers on rewrites.
- Proofed Gulfshore Business Daily e-newsletter.
- Proofed magazine prior to publication.
- Contributed occasional feature stories.

**01/2015 to 07/2019 Senior Writer**

**Gulfshore Life magazine** – Bonita Springs, FL

- Lead writer for regional magazine, covering the issues, trends, people and ideas that define Southwest Florida.
- Special projects included: a year-long investigation of teens in one of the region's most at-risk neighborhoods; a collaboration with Florida Gulf Coast University and WFCU Public Media on political polarization; an in-depth look at the continued challenges of women in the workplace, followed by a forum conceived by me with support from the Southwest Florida Community Foundation (now the Collaboratory) and Artis-Naples performing arts hall.
- Participated in inaugural Solutions Journalism Network mentoring program, 2018-19.
- Named a finalist for Writer of the Year, 2018, by the City and Regional Magazine Association.
- Earned gold medal "Charlie" awards from Florida Magazine Association: 2017, Best Writing: Public Service Feature; Best Writing: In-Depth reporting; 2013 Best Writing: Public Service Reporting (won as freelance writer prior to joining staff).

**08/2018 to 05/2019 Preceptor**

**Florida Gulf Coast University**

- Ran discussion groups for News Literacy program.
- Tasks included: developing topics and presentations for weekly discussion sections; grading weekly assignments, tests and projects.
- Also held this position in Fall 2012 and Spring 2013.

**06/2012 to 01/2015 Freelance Writer**

**self** – Fort Myers, FL

- Developed major feature pieces for various media outlets; created custom content for marketing firms and small-business owners.
- Publications included: *SUCCESS* magazine; *boston.com*; *Gulfshore Life*, *Gulfshore Business*, *Naples Health* magazine (custom publication); *Florida Weekly*; *The News-Press*.
- Marketing, web, and copywriting services: Gravina, Smith, Matte & Arnold Public Relations, Fort Myers, FL.; TLC Marketing & Creative Services, Estero, FL.; MediaBuzz Publicity, Brookline, MA.; NCH Healthcare System Foundation, Naples, FL.

**08/2009 to 05/2012 Teacher**

**South Fort Myers High School** – Fort Myers, FL

- Ran Journalism Academy, one of the school's career preparatory programs.
- Advised monthly student newspaper, *Pack Life*.
- Developed the academy's curriculum, writing and compiling approximately 90% of the material used in the courses.
- Taught English IV, amending the standard course content to fit the needs of academically struggling and special-needs students, as well as English language learners.

**05/1999 to 08/2009 Staff Writer**

**The News-Press** – Fort Myers, FL

- Covered top beats, including health and K-12 education.
- Managed health care coverage during consolidation of the community's for-profit and nonprofit health systems.
- Assignments also included special reports on the 2008 presidential election, affordable housing issues, the real estate boom and crash, and homelessness.

**05/1997 to 05/1999 Staff Writer**

**MetroWest Daily News** – Framingham, MA

- Served as lead K-12 education writer for the region, concentrating on the newspaper's two core towns, Framingham and Natick.
- Completed stint as weekend reporter, responsible for spot news, crime and general assignment.

## EDUCATION AND TRAINING

**05/1997**                    **Bachelor of Science:** Journalism  
**Boston University** – Boston, Mass.

**06/1993**                    **High School Diploma**  
**Falmouth High School** – Falmouth, MA

## PORTFOLIO

- [jennifer-reed.net](http://jennifer-reed.net)