

CONTACT



641-210-9686



ls.grouette@gmail.com



645 S Polk Ave,
Mason City, IA
50401



lisagrouette.journop
ortfolio.com

SKILLS

- Editing
- Leadership
- Writing
- Meeting deadlines
- Photography
- Strong communication
- Constructive coaching
- Searching out compelling stories

EDUCATION

- North Iowa Area Community College, journalism
- Mason City High School

LISA GROUETTE

JOURNALIST

PROFILE

An experienced journalist, photographer, and small business owner, I am seeking a work environment that allows me to excel in my own position while using my talents to promote growth and success for my employer, producing quality, engaging content. As a person with strong creative and communication skills, I am interested in collaborating with others to meet our objectives. I am excited to join a team that will both nourish my mind and provide me with the ability to flourish personally and professionally.

WORK EXPERIENCE

- **Globe Gazette | Lee Enterprises** 2016-2025
Local News Editor
 - In my eight-plus years at the Mason City Globe Gazette, I worked most recently as the local news and photo editor. leading an award-winning newsroom, staffed with three to four reporters. I took pride in fostering a low-stress but high-expectation work environment that lent itself to collaboration and creativity. I used constructive coaching to help my reporters learn best journalism practices, honing their skills, and directing them toward success.
 - As a team, we monitored analytics and produced informative, engaging content for both online and print publication to attract new readers and manage the expectations of our existing audience.
 - Day-to-day duties included curating and assigning stories, line editing and reworking stories as needed, photo editing, SEO headline writing, publishing content online and on social media, moderating social media and website comment sections, budgeting the print edition, closely communicating with the finishing desk, and providing support as needed to our regional editor
 - Prior to working my way up to an editing role, I was the staff photographer, charged with accompanying reporters on assignments and creating standalone pieces and wild art galleries for print and online. In tandem with my photography position, I also covered the public safety/courts beat and spent time as a breaking news and general assignment reporter. Those beats required the conducting of interviews, building and maintaining productive relationships with local law enforcement, and at times, in-depth research and outlining of stories. I was also afforded the opportunity to write an occasional column.
- **Astoria Photography** 2011-Present
Owner
 - In the spring of 2011, I launched a small photography business, specializing in landscape art and family portraits. I take photos and edit them using Adobe Lightroom and present them in galleries on my business website. I also handle my social media presence and do light marketing.

Matt Dodge Agency | American Family Insurance
Senior Agency Specialist

2008-2018

- For over 10 years, I sold, wrote and maintained personal, commercial, and life insurance policies in a large agency in Mason City, Iowa. I guided insureds through the purchasing process, educating them on what policy types and respective coverage would best suit their needs. My sales contributed to agency goals and quotas that resulted in bonuses and commissions. In this role, I connected with hundreds of customers, building not only a professional rapport but trust in our agency and products. I was responsible for generating marketing materials, producing social media content and upselling when practical. I also took care of administrative and clerical matters, handled money transactions, and processed bank deposits.

PROFESSIONAL REFERENCES

Doug Hines
Editor, 2022-2025 – Globe Gazette
319-610-2176
doug.hines@wfcourier.com

Jaci Smith
Editor, 2019-2022 – Globe Gazette
302-612-6193
jaci.smith@gmail.com

Arian Schuessler
Supervisor, 2016-2019 – Globe Gazette
641-530-5375
arianschuessler@gmail.com

Mariam Mulford
Colleague, 2017-2018 – Matt Dodge Agency
641-583-3306
mariammulford@gmail.com

LINKS TO PAST WORK

- https://globegazette.com/news/local/article_41576926-d026-11ee-8fec-e72f638b8b88.html
- https://globegazette.com/article_ccc48d8a-8788-5795-b6aa-50ed1ada73c7.html
- https://globegazette.com/news/local/homeless-numbers-continue-to-grow-in-north-iowa/article_4c536d87-b763-5ab4-827c-490db7754c72.html
- https://globegazette.com/life-entertainment/local/music/collection_e2cee440-e129-11ef-b3af-43987492f33e.html#anchor_item_30