

Lola Offenback

Reporter

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Reporter with professional experience covering healthcare, pharmaceutical marketing, business, higher education and local government. Experienced producing daily deadline reporting for digital and print publications, interviewing executives, covering live industry events and developing stories from pitch to publication. Published in *MM+M*, *PRWeek*, *Campaign*, *Brown & White*, *The Comenian*, *Lehigh Daily* and *Staged Magazine*.

Work Experience

Haymarket Media – MM+M Editorial Fellow

June 2025 - August 2026

- Produced daily deadline reporting covering pharmaceutical marketing, healthcare policy, biotechnology and agency business for an award-winning national trade publication.
- Interviewed healthcare executives, marketing leaders, physicians and communications professionals to produce original reporting.
- Covered breaking news and major healthcare conferences through live reporting.
- Developed enterprise story ideas independently while managing multiple assignments under tight publication deadlines.
- Collaborated on podcast production by hosting guest interviews, participating in panel segment conversations and recording promotional clips.
- Contributed to multimedia storytelling and digital coverage through the outlet's social media accounts.
- Transitioned from internship to fellowship position after being brought back for a second summer.

Writing at Moravian - Social Media Manager and Assistant

January 2025 - May 2026

- Created social media content for Instagram, focusing on a target market of 18 to 22-year-old college students, posting 2-4 times per week.
- Created, recorded and edited the 'Mo to Write' podcast, discussing writing, rhetoric and student strategy.
- Coordinated promotional campaigns, social media campaigns and student workshops.
- Played an instrumental role in launching the Multilingual Writing Center.
- Guided students in their writing process through targeted one-on-one sessions working on specific writing assignments.

Selected Publications

MM+M • Campaign • PRWeek • Brown & White (Community Deputy Editor) • The Comenian (Managing Editor, Assistant Editor, Copy Editor) • Staged Magazine (Managing Editor, Head Copy Editor) • Lehigh Daily (Freelance Reporter)

Technical Skills

AP Style • Enterprise Reporting • Adobe InDesign • Copy Editing • Podcast Production via Riverside & Premiere Pro • Multimedia Storytelling (TikTok, Instagram, YouTube, LinkedIn, Canva) • Social Media Strategy • WordPress

Education

Moravian University - Bachelor of Arts in English Writing Arts; Minor in Multimedia Journalism
May 2026 | GPA: 3.9

Awards

Williams Prize Lehigh University – 2026 1st Place General News
Williams Prize Lehigh University – 2026 1st Place Multimedia Reporting
Writing at Moravian – 2023 Runner-Up Creative Non-fiction
Writing at Moravian – 2022 Runner-Up Public Writing

Selected Reporting Experience

Healthcare & Pharmaceutical Marketing

- Broke daily news on [pharmaceutical marketing](#), FDA policy, [healthcare advertising](#), drug pricing, mergers, AI and agency business.

Government & Community

- Reported on city government, [politics](#), housing, zoning, [nonprofit funding](#), higher education, and economic development.

Enterprise Journalism

- Produced [long-form features](#) using interviews, public records and data analysis.