

Jennifer Lisle
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Summary

Dynamic media professional and technical writer with broad editing, reporting and publishing expertise seeks to engage audiences and optimize visibility across multiple platforms. Proven ability to work with teams, craft compelling narratives and manage projects.

Key Competencies

- Thorough, accurate and incisive reporting and writing for major publishing outlets
- Developing sources, covering beats and leveraging diverse media platforms
- Building and motivating teams around editorial priorities
- Turning complex data and technical info into engaging content for general audiences
- Managing and shepherding multiple projects under deadline pressure

Professional Experience

Content and editorial manager, freelance editor: Power Grids Division, ABB, Ltd.
Zurich, Switzerland and Denver, CO 12/17-present

- Create and manage all external content for the Power Grids division of leading global technology and engineering company
- Work with global power grids team to produce wide range of releases, web stories, videos and graphics that consistently receive high-level media coverage
- Shepherd content through corporate channels
- Prepare extensive communications packages to leverage industry and proprietary events, like Cigré, GCC Cigré, Hannover Messe and the ABB FIA Formula E championship series

Freelance Journalist: *Los Angeles Times*, *The WSJ's Real Estate Journal*, *Time Out NY*, *Elle*, *British Elle*, *The Journal News*, *NIZ.com*
New York, London, Los Angeles, Zurich 7/96-12/17

- Covered local cultural and business events for online Zurich magazine
- Reported and wrote for the *Los Angeles Times* real estate section
- Wrote relocation and design trend features for the *WSJ's Real Estate Journal*
- Covered breaking news and wrote weekly real estate and design features for Gannet's *The Journal News* and syndicate partners
- Researched market trends and statistical data
- Cultivated wide variety of sources

Online editor, producer and writer: *Condé Nast Traveler*, *AOL Digital City*, *Esquire*
New York, NY March 1994 – June 2000

- Helped edit and launch award-winning *CNTraveler Online* (now *Epicurious.com*)

- Produced 40-city network of online local guides for AOL Digital City
- Hired team of writers, reporters and interns to build content across 40 sites
- Assigned, edited and wrote weekly features for AOL Digital City
- Wrote weekly Person of Influence Profile for AOL Influence Channel
- Programmed content in politics and urban and cultural trends

Author: Chic Simple Storage

Alfred A. Knopf c. 1995

- Wrote off-beat humorous guide to home storage

Trade magazine and fashion editor: *SportStyle* magazine
New York, NY

1989-1992

- Responsible for multiple sections of bi-weekly trade magazine
- Wrote regular columns on fabric and activewear markets

Leadership Experience and Pro-bono: Vice Board Chair

Unusual Suspects Theatre Company, Los Angeles, CA

2007-2012

- Fundraising committee: Organized events that raised over \$350,000
- Development Committee: Helped formulate strategic five-year plan
- Logo and brand committee chair: Worked with outside agencies and guided board through re-branding and logo re-design process

Education

Middlebury College

Middlebury, VT
Master of Arts, English Literature, Magna cum laude

Tufts University, Medford, MA

Medford, MA
Bachelor of Arts: English and Economics

Languages

Italian, French, German

B1 competency