

MICHELLE RENNE LEACH

writesmichelle@yahoo.com

EXPERIENCE

Independent Journalist, Writer, Editor, Consultant

Sample list of publications/outlets:

SheKnows.com, Listosaur.com, USATODAY.com, E-Commerce Times, CRM Buyer, eMoney, eHOW, TRAILS.COM, LIVESTRONG.com

MIDLANDS BUSINESS JOURNAL PUBLICATIONS, Omaha, Lincoln NE

THE OMAHA NEWSPAPERS, Omaha, NE

07.08 – Present

- * Develop website articles, newsletters, blogs, social media posts for global content service
- * Simplify complex or technical information into accurate, engaging content for professionals (i.e. dentists, surgeons, ob/gyns, veterinarians, attorneys, accountants)
- * Produce tailored content with and for professionals throughout U.S., Canada, Hong Kong, Australia
- * Interview business owners, execs for a family of regional business publications
- * Develop, on average, two features and/or issue-oriented news pieces daily
- * Research, develop stories on a wide range of subjects for high-traffic sites, including lifestyle brands SheKnows.com, USATODAY.com
- * Write white papers, blog posts, grant/award submissions, trade articles, press releases, SEO copy for clients ranging from banks and fashion designers, to leadership consultants and infectious disease specialists
- * Editor/contributor to *The Handbook of Private Practice* (Oxford Press 2017) and *Defining Your Value* (TBA)
- * Readers often like my work and will reach out to me about projects; existing business clients also recommend me to peers, other businesses

Senior Staff Writer, Copy and Page Editor, Photographer

MIDLANDS BUSINESS JOURNAL PUBLICATIONS, Omaha, Lincoln NE; Council Bluffs, Iowa

11.07 – 07.10

- * Develop contacts with community, industry leadership across a two-state area
- * Pitch ideas, cover events, industry trends and features
- * Proofread copy and edit pages
- * Train new staff members
- * Spearhead efforts to launch video component on website
- * Generate new ideas for franchises, including “Executive Lifestyles” to highlight C-level execs passions outside the office
- * Assist in organizing 40 Under 40 events honoring outstanding young professionals

General Assignment Reporter/Editor

NBC affiliate, Omaha, NE, ABC affiliate, Flint, MI, NBC affiliate, Grand Island, NE

04.03 – 08.07

- * Cover hard news under extreme deadline pressure for local affiliates
- * Stories frequently picked up by national/global outlets, including CNN, NBC’s *Today*, *Dr. Phil*
- * Make broadcast copy station website-ready by transforming scripts into AP style
- * Assign stories to other team members, create weekend schedules

Washington Correspondent/Reporter

MEDILL NEWS SERVICE, Washington, D.C. and Chicago, IL

09.01 – 03.02, 06.02 – 08.02

- * Interview lawmakers, report on policy issues of interest to Montanans and Iowans
- * Write earnings reports, business stories for Chicago-area newspapers (*Daily Herald*, *Times of Northwest Indiana*)
- * Cover social issues in Uptown, Edgewater, Ravenswood neighborhoods of Chicago for news service website

Writer Apprentice

REUTERS, London, U.K.

03.02 – 05.02

- * Write and voice scripts for Middle East, Africa & Asia Desk

Submitted by Best Résumés

* Update scripts on an hourly basis

Public Affairs Officer

MOTOR ACCIDENTS AUTHORITY PARALYMPIC TEAM, Sydney, Australia

01.0 – 05.00

- * Represent MAA-sponsored team of Paralympic athletes as Sydney prepared for 2000 Summer Olympic Games
- * Write press releases about athletes' triumphs, plan MAA exhibits, meet with members of the community, oversee Paralympic torch

EDUCATION

Master of Science in Journalism, 2003

Medill School of Journalism at Northwestern University, Chicago, IL

Bachelor of Arts, 2001, Journalism & Political Science (double major, honors)

Lake Forest College, Lake Forest, IL

Study Abroad, 2000, Mass Media/Australian Cinema

Through Boston University in Sydney, Australia

HONORS/COMMUNITY INVOLVEMENT

Volunteer Writing Services, Alzheimer's Association, Various, 2007 – present

Alzheimer's Association Alz Stars, Chicago Marathon Charity Runner, 2012

Ag Communicator of the Year, Michigan Farm Bureau, alternative fuels/renewable energy, 2007

Nebraska Associated Press Award, Hard News, Series, Officer-Involved Shooting, 2003

***Exorcising Taipo: Making the Maori in Mainstream New Zealand News Media*, Lake Forest University Press, 2001**

Richter Apprentice Scholar, research for professor's book on gender and sports, 1997 -- 1998

Pearl E. Pauker Prize in Writing, *Searching for Barbie: Women and Advertising*, 1998