

MICHELLE RENNE LEACH

5412 Parker St. • Omaha, NE 68104 • (402) 917-8716 • writesmichelle@yahoo.com

OBJECTIVE — Apply my communications skills in public relations, marketing, or a related environment

- Award-winning writer and presenter with more than seven years of communications experience.
 - Supervisory experience assigning stories, planning staff schedules, and training new employees.
 - Extensive computer and technology background (multimedia, web publishing, photography, editing, layout)
-

PUBLIC RELATIONS & MARKETING EXPERIENCE

WOWT-TV, Omaha, NE; WEYI-TV, Flint, MI; KHGI-TV, Grand Island, NE & Medill News Service 2001 – 2007

Reporter

- Networked to develop and maintain relationships with national, state, and local leaders and community groups.
- Represented stations at community events, and served as ambassador for stations during group visits.

Motor Accidents Authority, Paralympic Team 2000, Sydney, NSW, Australia

Public Affairs Officer

2000

- Represented members of an exclusive, company-sponsored 2000 Australian Paralympic Team.
- Wrote press releases, radio advertisements, and marketing materials about the team's driver safety campaign.
- Served as media contact, and followed up regularly to gain exposure for driver safety efforts.
- Coordinated company exhibits at major events, including the country's largest event – The Royal Easter Show.

Lake Forest College, Lake Forest, IL.

1999

Communications & Marketing Assistant

- Wrote articles for the alumni magazine, edited publications, and tracked campus references in regional media.

WRITING EXPERIENCE

WOWT-TV, Omaha, NE; WEYI-TV, Flint, MI; KHGI-TV, Grand Island, NE

4/03 – 8/07

Reporter, On-Air Presenter, & Web Publisher

- Gathered information and wrote scripts for three network-affiliated television stations and station websites.
- Edited scripts for new reporters and assisted producers by writing scripts for shows.

Medill News Service, Washington, D.C. & Chicago, IL.

9/01 – 3/02, 6 – 8/02

Washington, D.C. Correspondent, Business Reporter, & Web Publisher

- Localized D.C. stories for television and radio stations in Montana and Iowa; *Washington Post* online contributor.
- Wrote company profiles, industry trend stories, and earnings reports for three Chicago-area dailies.
- Wrote stories on social issues in three North Chicago neighborhoods and posted stories on news service website.

Reuters Television, London, U.K.

3/02 – 5/02

Writer – Middle East, Africa, & Asia Desk

- Transformed information from reporters in the field into concise and compelling scripts on an hourly basis.

MANAGEMENT EXPERIENCE

WEYI-TV, Flint, MI

8/05 – 2/07

Weekend Assignment Editor

- Allowed our team to remain competitive by coordinating schedules and assignments for the weekend staff.
- Trained new photographers and reporters for both WEYI-TV and KHGI-TV in Grand Island, Nebraska.

EDUCATION / CREDENTIALS

Master of Science in Journalism, 2002; Northwestern Editorial Scholar

Northwestern University Medill School of Journalism, Chicago, IL

Bachelor of Arts in Politics and Journalism, 2001; General Honors & Honors in both Majors

Lake Forest College, Lake Forest, IL

Mass Media Coursework, 2000; Study Abroad Scholar

Boston University Study Abroad Program, Sydney, Australia

AWARDS/COMMUNITY INVOLVEMENT

- Michigan Agriculture Communicator of the Year, 2006
- Nebraska Associated Press Award (Series), 2003
- Volunteer, Central NE Humane Society, 2003 – 2004
- Distinction in Media Thesis, Lake Forest, 2001

