

# MICHELLE RENNE LEACH

writesmichelle@yahoo.com

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## EXPERIENCE

### **Independent Journalist, Writer, Editor, Writing Consultant, and Illustrator**

Sample list of publications/outlets:

THE DAILY BEAST, SheKnows.com, Listosaur.com, USATODAY.com (Travel), E-Commerce Times, CRM Buyer, eMoney, eHOW, TRAILS.COM, LIVESTRONG.com

Oral Health Office print publication; Oral Health Group (blog); Less Insurance Dependence/iLoveDentistry (Toronto, ON, Canada)

Modern Aesthetics (Conshohocken, PA); Business of Aesthetics (Ontario, Canada)

GREATER OMAHA CHAMBER official website blog, WE DON'T COAST campaign website, Omaha, NE

PUPS PET CLUB, WELLCARE VETERINARY SERVICES, DOGGIE DAN'S FOOD AND TREATS, Chicago, IL, Brooklyn, NY

MIDLANDS BUSINESS JOURNAL PUBLICATIONS, Omaha, Lincoln NE, Council Bluffs, IA

THE OMAHA NEWSPAPERS, Omaha, NE

#### **07.08 – Present**

- \* Interview business owners, executives for a family of regional business publications
- \* Cover spot news on major events of the day, ranging from social justice protests to fallout, ongoing effects of COVID-19 and the Great Recession
- \* Craft profiles/feature articles and topic-driven news stories on a daily basis
- \* Research, develop stories on a wide range of subjects for high-traffic sites, including politics and culture outlet The Daily Beast, lifestyle brands SheKnows.com, USATODAY.com Travel
- \* Write white papers, blog posts, grant/award submissions, trade articles, press releases, SEO copy for clients ranging from banks, fashion designers and exit planners, to leadership consultants, infectious disease specialists and construction firms
- \* Tasked with launching and growing the blog/website content for a Chicago-based celebrity dog trainer's full-service pet health business and new ventures (such as associated pet food company)
- \* Developed both long-form articles on complex veterinary and behavioral health topics as well as pithy, short-form posts for social media and other marketing collateral
- \* Crafted memorable employee biographies and job descriptions that got results/numerous quality applications; applied artistic talent to illustrate bereavement cards/communications for pet owners/PUPS Club clients
- \* Consult with C-Suite executives on personal job applications, cover letters, and related content; for instance, applications for new college/university president opportunities
- \* Selected to develop content for Greater Omaha Chamber's official website and for their We Don't Coast campaign website and collateral to attract talent and employers to the region
- \* Readers often like my work and will reach out to me about projects; existing business clients also recommend me to peers, other businesses

### **Writer, Content Creator, Proofreader**

EKWA MARKETING, Mississauga, ON

#### **08.14 – Present**

- \* Develop website articles, newsletters, blogs, social media posts for Canadian-/Sri Lankan-based global marketing and communications service
- \* Ghost write on behalf of founder and CEO for numerous highly-regarded international health care and industry publications
- \* Craft long-form workbooks on building digital presences, which are tailored to veterinarians, dentists and practice managers, and dermatologists and plastic surgeons
- \* Support launch of new concepts for client organizations by developing informative communications to promote services, including scripts for videos, brochures, email blasts, and whitepapers
- \* Simplify complex or technical information into accurate, engaging content for professionals (i.e. veterinarians, dentists, gastroenterologists, obstetricians, dermatologists, rheumatologists, attorneys, accountants)
- \* Produce tailored content with and for professionals throughout the U.S., Canada, United Kingdom, Hong Kong, New Zealand and Australia

### **Author**

Submitted by Best Résumés

*A NOBLE BUSINESS: A half-century of feeding the world, making roads safer*, OMAHA WORLD-HERALD PRESS,  
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**04.18 – 12.19**

- \* Developed a book on how a small-town tinkerer and his family set the foundation for a multi-national corporation that is now solving some of the world's biggest challenges, from conserving resources in conflict-torn nations to building infrastructure in developing countries
- \* Conducted extensive research on the irrigation, transportation industries; collected a wealth of primary source material
- \* Developed and effected contacts; interviewed nearly 80 sources over the course of collecting information for this book
- \* Ghost wrote the foreword on behalf of then-Nebraska Governor/current U.S. Senator, Pete Ricketts
- \* Wrote a narrative to put a personal "face" on a growing organization with a worldwide presence, and to present the history and evolution of the company in a dynamic way
- \* Additionally, served as a ghost writer and editor for *The Handbook of Private Practice* (Oxford Press 2017), *Emerging Healthcare Leader: A Field Guide* (American College of Healthcare Executives), and *Define Your Value* (lulu.com, 2018) in collaboration with a health care administrators and a nonprofit executive, respectively

### **Senior Staff Writer, Copy and Page Editor, Photographer**

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

**11.07 – 07.10**

- \* Developed contacts with community, industry leadership across a two-state area
- \* Pitched ideas, covered events, industry trends and features
- \* Proofread copy and edit pages
- \* Trained new staff members
- \* Spearhead efforts to launch video component on website
- \* Generated new ideas for franchises, including "Executive Lifestyles" to highlight professionals' passions outside the office
- \* Assisted 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**

- \* Covered hard news under extreme deadline pressure for local affiliates
- \* Stories frequently picked up by national/global outlets, including CNN, NBC's *Today*, *Dr. Phil*
- \* Made broadcast copy website-ready for affiliates by transforming scripts into AP style
- \* Assigned 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**

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

### **Writer Apprentice**

REUTERS, London, U.K.

**03.02 – 05.02**

- \* Wrote and voiced scripts for Middle East, Africa & Asia Desk
- \* Updated scripts on an hourly basis

### **Public Affairs Officer**

MOTOR ACCIDENTS AUTHORITY PARALYMPIC TEAM, Sydney, Australia

**01.00 – 05.00**

- \* Represented MAA-sponsored team of Paralympic athletes as Sydney prepared for 2000 Summer Olympic Games
- \* Wrote press releases about athletes' triumphs, planned MAA exhibits, met with members of the community, oversaw Paralympic torch during its stops in New South Wales

## EDUCATION

**Master of Science in Journalism, 2003 (economics, broadcast, international reporting tracks) (Martin Luby Editorial Scholar)**

Medill School of Journalism at Northwestern University, Chicago, IL

**Bachelor of Arts, 2001, Political Science & Journalism (double major, honors), Communications Minor (Deerpath Academic Scholar; Independent Study Scholar)**

Lake Forest College, Lake Forest, IL

**Study Abroad, 2000, Mass Media/Australian Cinema**

Through Boston University in Sydney, Australia

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## HONORS/COMMUNITY INVOLVEMENT

**Greater Omaha Chamber, member, 2019 – present**

**National Novel Writing Month (NaNoWrimo – 50,000 words in a month); Camp NaNoWrimo writing retreat, 2012 -- present**

**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 for top campuswide research paper (as a freshman), *Searching for Barbie: Women and Advertising*, 1998**