

Leah Gernetzke
www.lgernetzke.com
lgernetzke@gmail.com

Work Experience

Product Specialist Libros Latinos/Latin American Book Store; Redlands, California July 2016 – Present

Writing product descriptions and abstracts on Spanish-language books from Latin America, the Caribbean, and Spain for marketing and outreach purposes; marketing products to universities and academic libraries throughout the U.S.; building newsletters to highlight selected products; creating web and social media content

Freelance Writer, Editor, and Content Marketer Freelance; Austin, Texas – Redlands, California Jan. 2012 – Present

Writing, editing, and proofreading web copy, articles, press releases, media alerts, blog posts, social media content, and e-newsletters; researching industry trends and properties of products and services; developing creative story angles and pitching to business and consumer media.

Clients have included: Bestselling Amazon author and social psychologist, Dr. Heidi Grant Halvorson; international business education company, Gazelles Growth Institute; The University of Texas at Austin's Master of Arts program, the Human Dimensions of Organizations; professor and author, Dr. Art Markman; business consulting firm, PEAK Operational Strategies; technology, app development, and design start-up, the Austin App House; physician, nutritional coach, and author, Dr. Michael Lam; PR firm, Accolades Public Relations; Austin newspaper, the Oak Hill Gazette; home renovation company, Renovate Simply; Haitian eco-tourism and adventure organization, Expedition Ayiti; global art and design non-profit, ArtDept; Honduran arts education social entrepreneurship, Designs By Abroad; meditation instructor and professor, Beth Hill-Skinner; and professional organizing company, Practical Solutions

Communications and Multimedia Specialist The Fuller Center for Housing; Americus, Georgia Jan. 2011 – Jan. 2012

Creating and editing content, including photos, videos, articles, blogs, widgets, press releases, media alerts, and e-newsletters; organizing content for the web; working with the design and user experience team to create a quality online presence and brand; interviewing the organization's leaders, volunteers, benefactors, and beneficiaries; managing the organization's social media and web presence; strategically planning PR campaigns; and independently documenting international and national events, including an all-women's work team in Haiti led by HGTV host Kimberly Lacy

Reporter and Photographer The Lakeland Times; Minocqua, Wisconsin Sept. 2009 – Sept. 2010

Writing feature and news articles under deadline; taking photos and writing cutlines; self-editing and proofreading stories; developing and interviewing sources; collaborating with editors and reporters; attending newsroom and staff meetings; pitching story ideas and angles; tracking, researching, and covering local and statewide issues; documenting events and fundraisers, as well as school board, city planning, government, and budget meetings

Writer, The Stevens Point Journal; Stevens Point, Wisconsin Sept. 2007 – Aug. 2009

Submitting articles on a freelance basis to a weekly newspaper; pitching ideas via email to editors; researching local and statewide issues and events

Arts and Culture Reporter, Editor The Pointer; Stevens Point, Wisconsin Sept. 2006 – May 2009

Editing and writing feature articles under deadline on plays, concerts, dance shows, local artists, and musicians; art exhibits and fundraisers; interviewing sources; finding news stories; issuing assignments; managing eight reporters; attending newsroom and staff meetings; researching relevant local and statewide issues and events; assisting with article and photo layout in Adobe InDesign; taking photos and writing cutlines

Government Documents Librarian Assistant UW-Stevens Point Library; Stevens Point, Wisconsin Dec. 2005 – Aug. 2009

Assisting librarians and the library's patrons in a variety of capacities, including organizing and labeling resources; checking items out for borrowing; assisting with microfiche classes; and utilizing the university's electronic database, bibliographic sources, reference materials, circulation software, and library automation systems

Program and Office Assistant UW-Stevens Point International Programs; Stevens Point, Wisconsin Sept. 2007 – Jan. 2009

Compiling and organizing paperwork for overseas program participants; answering phones and emailing students; providing students with information about opportunities to study abroad; addressing questions from future study abroad participants and their parents at orientation meetings and conferences; providing administrative support to department staff; coordinating and facilitating visa procedures and paperwork; assisting with outreach and marketing procedures and materials

Overseas Program Assistant UW-Stevens Point International Programs; London, England June – Aug. 2008

Managing travel logistics and facilitating meetings for a group of 20 interns; observing group dynamics; mediating interpersonal conflicts; issuing program evaluations; regularly communicating with the university's international programs office

Film and Production Intern NBC Universal; London, England June – Aug. 2008

Creating interview questions for guests on NBC's TODAY show; transcribing interviews; accompanying journalists, videographers, and photographers on location throughout England; editing and creating video news packages, including a feature on Zimbabwe president Robert Mugabe's controversial land reform measures; doing voice-overs; logging Eurovision feeds; assisting production managers with the nightly news

Professional Development Courses/Projects

Web Fellow, Web Fellowship Program, Capital Factory; Austin, Texas July – August 2014

A six-week intensive course on web design and development. Focuses of the course included design (graphic/UX design, wireframes, layout, typography, responsive design), development (HTML, CSS, WordPress, Javascript, PHP), and ideation and teamwork (project management, team workflow, strategy, client relations, business)

Editorial Assistant, Designs by Abroad; Austin, Texas and Cedros, Honduras July 2012 – Present

Creating marketing and outreach materials – including a business proposal, web content, fundraising pitches, press releases, and more – for social entrepreneurship Designs by Abroad and smART, a partnering non-profit arts education organization that teaches at-risk, impoverished Honduran women how to make a profit from handmade jewelry; traveling to Honduras in December 2015 to document the organization's programs for the web and social media

Writer, Life in Redlands; Redlands, California July 2015 – Present

Writing descriptions for a website on independent, small businesses in Redlands, California – including restaurants, bars, and stores, etc. – in order to highlight the city's character and support local commerce

Education and Study Abroad

University of Wisconsin-Stevens Point Aug. 2009

BAs in Communications with emphases in Journalism and Media Production; Spanish; International Studies 3.7/4.0 GPA

Culinary journalism and sustainable agriculture program; Athens, Kea, and Crete, Greece May – June 2009

An eight-week course on food and travel feature writing for publication in newspapers and magazines. The course explored the roots of the Mediterranean diet, agricultural practices, and culture through local cooking classes, edible plant hikes, visits to wineries, olive groves, family farms, restaurants, historical sites, and museums

Film and Production Internship NBC Universal; London, England June – Aug. 2008

Creating interview questions for guests on NBC's TODAY show; transcribing interviews; accompanying journalists, videographers and photographers on location throughout England; editing and creating video news packages, including a feature on Zimbabwe president Robert Mugabe's controversial land reform measures; doing voice-overs; logging Eurovision feeds; assisting production managers with the nightly news

Semester abroad; Valladolid, Spain Jan.– May 2007

Culturally-immersive semester abroad that included courses on Spanish literature, art, grammar, history, and geography

Volunteer Experience

ESL Instructor Jubilee Partners; Comer, Georgia

Jan. – May 2012

Living and working in a holistic community dedicated to offering hospitality and resettling refugees from war-torn nations, as well as living in an environmentally sustainable way. Tasks included teaching English, life skills, and job preparation classes to refugee families from Myanmar and Mexico; elevating children's language skills to enable them to enter public school and thrive within a mainstream classroom; cultivating and harvesting produce alongside families in the community's shared gardens; cooking and sharing meals with sustainably-grown produce from the gardens; caring for animals that lived on the premises; documenting refugee stories and creating monthly newsletters for the community's supporters and donors

WWOOF (Worldwide Opportunities on Organic Farms) Volunteer Descanso, California

Oct. 2010 – Dec. 2010

Researching and implementing permaculture techniques; planting seeds for vegetables and herbs; planting fruit trees; building raised beds for produce; weeding, hoeing, and tilling soil; building compost bins; applying compost to soil; building and fencing a chicken coop; caring for animals, including donkeys, chickens, and goats; and cooking for the community with sustainably-grown produce from the garden

Awards

John Anderson spirit of community award for excellence in journalism

May 2009

Animated film "The Far Tortugas" selected for the 2009 Central Wisconsin Film Festival

May 2009

Pauline Isaacson study abroad initiative award

May 2008, 2009

Additional Skills

HTML, CSS, SEO, AP style, Content Management Systems (WordPress), Final Cut Pro, iMovie, SoundSlides, Audacity, StopMotion Pro, ConstantContact, MailChimp, Adobe Photoshop, Adobe InDesign, HubSpot