
LEAH GERNETZKE

CONTACT

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EXPERIENCE

PRODUCT WRITER, LIBROS LATINOS; REDLANDS, CALIFORNIA – 2016-PRESENT

Writing product descriptions and abstracts on Spanish-language books from Latin America, the Caribbean, and Spain; creating and editing web content; marketing products to universities and academic libraries throughout the U.S.; and curating lists and building newsletters to highlight selected products for over 60 existing clients, including Stanford University, Dartmouth College, Johns Hopkins University, Tufts University, The London School of Economics, Purdue University, and Northwestern University.

FREELANCE WRITER, EDITOR, & CONTENT STRATEGIST; AUSTIN, TEXAS AND REDLANDS, CALIFORNIA – 2012-PRESENT

Serving clients in education, health, business, tech, and non-profit industries in the following capacities: Writing, editing, and proofreading web content, articles, press releases, media alerts, blog posts, social media content, brochures, e-newsletters, product descriptions, business proposals, and company bios; researching relevant trends, products, services, consumer demographics, and competitors in clients' industries; organizing online editorial content; collaborating with clients on content marketing and editorial strategies; pitching stories to business and consumer media; and tracking analytics on marketing automation platforms such as MailChimp and ConstantContact. A list of clients is available upon request.

COMMUNICATIONS & MULTIMEDIA SPECIALIST, THE FULLER CENTER FOR HOUSING; AMERICUS, GEORGIA – 2011-2012

Creating and editing content, including photos, videos, articles, blogs, press releases, media alerts, e-newsletters, and more; organizing content for the web; working with design and user experience teams to create a cohesive online presence and brand; interviewing the organization's leaders, volunteers, benefactors, and beneficiaries; managing the organization's social media and web presence; collaborating with editorial and PR teams on marketing strategies and events; and independently documenting international and national events, including an all-women's volunteer team in Haiti, led by HGTV host and Fuller Center spokesperson Kimberly Lacy.

REPORTER & PHOTOGRAPHER, THE LAKELAND TIMES; MINOCQUA, WISCONSIN 2009-2010

Writing feature and news articles under deadline, with focuses on public health, the environment, women's issues, and education; researching and covering local and statewide political issues; documenting events and fundraisers, as well as school board, city planning, government, and budget meetings; taking photos and writing cutlines; developing and interviewing sources; collaborating with editors and reporters; pitching story ideas at editorial staff meetings.

ARTS & CULTURE EDITOR & REPORTER, THE POINTER; STEVENS POINT, WISCONSIN – 2006-2009

Editing and writing feature articles under deadline on art exhibits, fundraisers, plays, concerts, and dance performances; interviewing local artists and musicians; generating story ideas and issuing assignments for reporters; pitching stories at editorial staff meetings; managing eight reporters; researching relevant local and statewide issues and events; assisting with article and photo layout in Adobe InDesign; taking photos and writing cutlines.

MEDIA PRODUCTION INTERN, NBC UNIVERSAL; LONDON, ENGLAND – 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.

EDUCATION & STUDY ABROAD

UNIVERSITY OF WISCONSIN-STEVENSON POINT, 2005-2009 – BACHELOR OF ARTS DEGREES IN INTERNATIONAL STUDIES; COMMUNICATIONS WITH EMPHASES IN JOURNALISM AND MEDIA PRODUCTION; SPANISH

CULINARY JOURNALISM AND SUSTAINABLE AGRICULTURE STUDY ABROAD PROGRAM; GREECE – 2009

A four-week course on food and travel writing for newspapers and magazines. Focuses of the course included exploring the roots of the Mediterranean diet, agricultural practices, and culture through local cooking classes and edible plant hikes; and visiting wineries, olive groves, small farms, restaurants, historical sites, and museums.

ACADEMIC SEMESTER STUDY ABROAD PROGRAM; SPAIN – 2007

A semester abroad featuring a culturally-immersive stay with a Spanish family; courses on Spanish literature, art, grammar, history, and geography; and a capstone paper on the Spanish Civil War.

PROFESSIONAL DEVELOPMENT & PROJECTS

STUDENT, SEARCH ENGINE OPTIMIZATION SPECIALIZATION COURSE, COURSEARA; UNIVERSITY OF CALIFORNIA, DAVIS – 2017-2018

A six-course online specialization program on SEO from UC Davis, taken through Coursera, an online education platform that provides universal access to the world's best universities and organizations. Focuses of the specialization include optimizing website content to improve search engine ranking; the theory behind Google search and other search engine algorithms; and digital marketing and online content development strategies, including on-page and off-page optimization, optimizing for local and international audiences, conducting search-focused website audits, and aligning SEO with overall business strategies.

WRITER, LIFE IN REDLANDS; REDLANDS, CALIFORNIA – 2015-PRESENT

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

WEB FELLOW, CAPITAL FACTORY; AUSTIN, TEXAS – 2014

An intensive six-week course on web design, including UX design, wire-framing, layout, typography, and responsive design; web development, including HTML, CSS, WordPress, Javascript, and PHP; and ideation and teamwork, including project management, team workflow, strategy, client relations, and business.

EDITORIAL MANAGER, DESIGNS BY ABROAD; AUSTIN, TEXAS – 2014 – PRESENT

Creating marketing and outreach materials - including a business proposal, web content, fundraising pitches, and press releases - for social entrepreneurship Designs by Abroad and smART, a partnering non-profit arts education organization that teaches at-risk Honduran women to make and sell handmade goods; traveling to Honduras in December 2015 to launch the pilot program.

VOLUNTEER EXPERIENCE

ESL INSTRUCTOR & EDITORIAL SPECIALIST ; COMER, GEORGIA – 2012

Living and working for a community-based holistic organization dedicated to offering hospitality and resettling refugees from war-torn nations, as well as living in an environmentally-sustainable way. Tasks included documenting refugee stories and creating monthly newsletters for the organization's supporters and donors; teaching English, life skills, and job preparation classes to refugee families from Burma 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 refugee families in the community's on-site gardens.