
LEAH GERNETZKE

CONTACT

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EXPERIENCE

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

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

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, company bios, and more; researching relevant trends, products, services, and competitors in clients' industries; researching consumer demographics; organizing online editorial content; developing creative story angles; collaborating with clients on content marketing and editorial strategies; tracking analytics on marketing automation platforms such as MailChimp and ConstantContact; pitching story ideas to business and consumer media. List of clients 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; 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; tracking, researching, and covering local and statewide 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; self-editing and proofreading stories; pitching story ideas and angles at newsroom and 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; pitching stories at newsroom and staff meetings; issuing assignments; 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. The course explored the roots of the Mediterranean diet, agricultural practices, and culture through local cooking classes and edible plant hikes, as well as visits to wineries, olive groves, small farms, restaurants, historical sites, and museums.

ACADEMIC SEMESTER STUDY ABROAD PROGRAM; SPAIN – 2007

Culturally-immersive semester abroad that included courses on Spanish literature, art, grammar, history, and geography. Included a capstone paper on the Spanish Civil War.

PROFESSIONAL DEVELOPMENT

**STUDENT, SEARCH ENGINE OPTIMIZATION SPECIALIZATION COURSE, COURSERA;
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. This specialization focuses on 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 – 2018

Writing descriptions for a website on independent, small 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

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 MANAGER, DESIGNS BY ABROAD; AUSTIN, TEXAS – 2014 – 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 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; COMER, GEORGIA – 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 documenting refugee stories and creating monthly newsletters for the community'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 families in the community's on-site gardens.