

LEANNA CARL

EDITOR AT OMNI LOCAL

leannaacarl@gmail.com <http://medium.com/@leannaacarl>

Creative Editor, Writer looking to expand their domain knowledge and experience outside of local magazine publishing.

## SKILLS

### WRITING

6 YEARS EXPERIENCE WRITING FOR A MAGAZINE WITH A READERSHIP OF 20,000 WEB CONTENT WRITING FOR A BUSINESS NETWORKING WEBSITE COVERING LONDON, SURREY AND MORE NEWSLETTER CONTENT CREATION FOR A BUSINESS NETWORKING WEBSITE COVERING LONDON, SURREY AND MORE SOCIAL MEDIA POST WRITING AND CONTENT CREATION

### EDITING

PROOF READING FOR A PUBLISHED MAGAZINE, WEB CONTENT AND MARKETING CAMPAIGN EMAILS WORKING WITH MARKETING COLLEAGUES TO ENSURE THEIR COMMUNICATIONS CONVEY THE CORRECT TONE FOR THEIR AUDIENCE WORKING WITH ADVERTISING CUSTOMERS TO ENSURE THEIR MESSAGES REACH THEIR INTENDED AUDIENCE WITH MAXIMUM IMPACT WORKING CLOSELY WITH LAYOUT DESIGNER FOR A PUBLISHED MAGAZINE TO ENSURE EVERYTHING IS READY TO PRINT LIASE WITH CONTENT CREATORS TO ENSURE THE ARTICLES THEY CONTRIBUTE TO THE MAGAZINE MEET OUR WRITING STANDARDS

### ADMINISTRATION

DATA ENTRY AND ANALYSIS FOR BUSINESS CRITICAL FUNCTIONS SUCH AS ADVERTISING REVENUE AND CUSTOMER RELATION MANAGEMENT ENGAGING WITH READERS AND ADVERTISERS VIA EMAIL AND POST TO ENSURE THE BUSINESS RUNS SMOOTHLY CHASING UP CONTRIBUTORS TO ENSURE THEY SUBMIT THEIR CONTENT IN TIME FOR PUBLISHING

## EMPLOYMENT

### *Editor, Omni Local*

Kingston-upon-Thames, London, United Kingdom

2013-09 — Present

6 years experience writing, editing and publishing experience working for a local magazine with a readership of 20,000

- Write, edit and publish Omni Local a magazine with a readership of 20,000
- Won Apprentice of the Year award for work at Omni Local
- Interviewed senior members of the council, including the Mayor of Kingston-upon-Thames
- Co-organised a comedy festival in aid of charity
- Created and grew social media presence for Omni Local via community engagement
- Content creation and management for Omni Local Business Network which covers London, Surrey and more

- Worked with marketing colleagues to sell and organise advertising in the magazine and website
- Created marketing email newsletter for Omni Local Business Network which covers London, Surrey and more

Editing Social Media Content Creation Writing Engagement Event Management Advertising

## *Administration Assistant, Quintessence Publishing*

2013-05 — 2013-06

New Malden, London, United Kingdom

Work experience at a major dental textbook publishing company

- Data Entry for a major dental textbook publishing company
- Helped coordinate the sending of advertising mail outs
- General administration and office management duties

Data Entry Advertising Administration

## EDUCATION

### Raynes Park High School

2002-09 — 2006-06

1A\*, 1A, 1B, 4Cs, 2Ds

- A\* in English Language
- A in English Literature