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LEAH L. CULLER

ABOUT ME

I am an experienced, detail-oriented writer and editor who is passionate about crafting messages using the language and tone that best appeals to a given audience.

SKILLS

- Writing, editing and proofreading
- Organization and project management
- Leadership and team-building
- Writing and editing for the Web using SEO; knowledge of HTML and Web metrics
- Print design experience; knowledge of the Adobe Creative Suite software and other software packages
- Training and documentation
- Knowledge of AP style
- Familiarity with various social-networking tools

EXPERIENCE

Culler Copy, Seattle, April 2010 - present

Owner/editor

- Write and edit a range of content for a variety of clients (see cullercopy.com/about for more information)

MAQ Software, Redmond, April 2009 - April 2010

Producer/editor for MSN Real Estate

- Edited and published stories online, using SEO strategies to maximize traffic
- Tracked short-term and long-term keyword trends and other Web metrics to ensure optimal user experience
- Maintained editorial calendar and collaborated with photo editors and partners for image selection
- Promoted content using social-networking tools such as Twitter and Facebook

The Seattle Times, Seattle, April 2006 - December 2008

Front page editor, February 2008 - December 2008

- Selected and edited stories and oversaw presentation for A1, the most important page for news and circulation
- Oversaw production of other sections and ensured efficient workflow
- Adapted on deadline to breaking news
- Responded appropriately to often irate readers

Wire editor, March 2007 - February 2008

- Selected and edited stories from wire services for print and Web products

Desk editor, April 2006 - December 2008

- Edited special projects, including complicated charts, graphics and data sets
- Worked constructively with reporters and other editors to improve content and ensure accuracy

Daily Herald, Provo, Utah, June 2003 - August 2005

City editor, July 2004 - August 2005

- Led a staff of eight reporters in producing a complete, timely news report
- Brainstormed and coordinated project stories
- Planned news coverage; set priorities and goals for staff

News editor, December 2003 - July 2004

- Supervised a seven-person copy and design desk, maintaining a high standard of accuracy
- Designed and edited the newspaper's front page daily
- Conducted training sessions for staff copy editors; maintained an internal style guide
- Gave regular feedback and managed performance and personnel issues

Copy editor, June 2003 - December 2003

- Edited and designed various sections of the newspaper

Other relevant experience and projects

- Training and experience as a public relations representative
- Worked as editor of The Snoqualmie Valley Record, a community newspaper in Snoqualmie, Wash.
- Freelance editing of technical materials and documentation
- Volunteer experience, including teaching children to read, feeding the homeless, writing and editing documents and brochures for various nonprofits

EDUCATION

Bachelor's degree in print journalism, Utah State University, 2001

HONORS

- Copy editor for "Chihuly Inc.," a three-part 2006 Seattle Times series awarded first prize in the C.B. Blethen Memorial Awards and a first place Society of Professional Journalists award
- Daily Herald Employee of the Month, July 2004
- Associated Press award for coverage of fires at Mesa Verde National Park in 2000