

Jessie O'Brien | Writer and Editor | Denver

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Professional Experience:

2018 to 2019: Ballantine Communications—Durango, CO

The Durango Herald Reporter

- Helped rebuild the newspaper's reputation in distrusting communities
- Navigated the complicated political, cultural and historical dynamics of an Anglo, Spanish and Native community bordering tribal lands
- Contributed original long-form centerpieces for the dining and art and entertainment sections

DGO Magazine Staff Writer

- Wrote originally reported 2,000-word cover stories, long features and supplementary stories focused on arts and culture for each issue of Ballantine's alt-weekly
- Led the direction to simplify a highly unorganized website
- Managed social media accounts, developed a plan to boost following and increase engagement

2014 to 2017: Wendoh Media—Las Vegas, NV

Vegas Seven Web Editor

- Edited and produced content for an award-winning weekly magazine, *Vegas Seven*, and renowned national music festival and brand, lifeisbeautiful.com
- Interviewed musicians, artists and chefs including world-famous street artist Shepard Fairey, rock 'n' roll icon Alice Cooper, among many others
- Previewed and reviewed many concerts from Iron Maiden to Elton John

DTLV.com Editor

- Worked my way up from a contributor to editor of a downtown Las Vegas arts, culture and news portal in one year
- Managed and edited a team of 8 freelancers
- Grew online and social media audiences
- Won two Nevada Press Association awards for best website design in 2016 and 2017

2014 to present: Freelance Writer and Copywriter

- Published in major Denver publications including *Westword*, *5280* and *303 Magazine*
- Travel writing for *The Unofficial Guide*, which sold over 6 million copies
- Copywriter for large companies as well as independent businesses

Skills: Editorial management experience. Proficient in InCopy, Wordpress, Foundation and other content management systems. Experienced paginator. Expert in AP style. Social media management skills. Seasoned in InDesign. Proficient with MailChimp. SEO savvy. Experienced with Photoshop, Premiere and other Adobe programs. Strong sense of ethics.

Education: University of Las Vegas, Nevada; BA in Journalism and Media Studies 2014

