

CHRISTINA McDONALD LEGG
3004 SW 309th Street
Federal Way, WA 98023
Home: 253-344-1846 Cell: 206-766-0135
christinamac79@gmail.com

OBJECTIVE

To advance further in my career while utilizing my skills in investigation, reporting and writing.

QUALIFICATIONS SUMMARY

- Ability to source and publish news from any angle while building relationships and contacts.
- Provided concise, accurate and gripping stories written in a compelling way for print and online media.
- Experience writing in variety of styles for range of audiences, including ad writing, features and news.
- Ability to interview and question sources using telephone and person-to-person interview techniques.
- Experience editing and producing newspapers, magazines, newsletters and books.
- Edited and coordinated academic book for European Union project.
- Fundamental knowledge of .html writing, SEO and content management systems.
- Knowledge of Dreamweaver, MS Office, Photoshop and Quark.

CAREER HISTORY:

9/09 – Current Freelance Content Writer, Demand Studios, Seattle

- Write content articles about range of topics for use on ehow.com, livestrong.com and other websites.
- Responsible for search engine optimization (SEO) in content for site.

11/06 – 8/08 Content Writer, Expedia.com, London

- Wrote content articles about travel destinations, airport information and hotels for use on website.
- Responsible for search engine optimization (SEO) in content for site.
- Edit images for uploading onto site, edit captions and content.

5/05 – 12/06 Writer/Communications Specialist, Community Knowledge Initiative, NUI Galway

- Worked as Journalist for community project based within leading university, where I was responsible for sourcing and investigating story ideas, interviewing sources and writing articles.
- Designed, laid out, edited, produced and published magazines, newsletters and academic books.
- Maintained and wrote website using content management systems and .html, as well as produced podcasts for publication on the website.

1/04 – 10/06 Journalist (Freelance), Galway City Tribune and Connacht Tribune

- Pitched stories as well as received calls asking me to write up articles for news, features, advertorials and editorials.
- Wrote features for newspaper's weekly magazines about health, beauty, lifestyle, weddings, community and travel.
- Researched information, interviewed sources and wrote articles, turning in before deadline.

5/06 – 8/06 Health Columnist (Freelance), Galway Independent

- Found sources, interviewed contacts, researched health information and wrote articles on health issues in the city of Galway.

9/04 – 4/05 News Reporter, Beacon Hill News, Seattle

- Wrote on and off-diary stories for weekly publication, including attending launches and events, researching and interviewing.

5/04 – 6/04 Journalist, Sunday Times, Dublin

- Worked as a Journalist after receiving an MA degree in Journalism.
- Sourced and investigated story ideas, interviewed various sources, researched stories and wrote articles for publication.

8/02 – 8/03 Production Assistant/Audio Engineer, Atari Entertainment, Seattle

- Worked in the gaming industry in production and design prior to receiving my MA in Journalism.
- Designed sound for games using Cool Edit Pro and recording studio.
- Coordinated administrative duties, including contracts for voice talent.

12/00 – 6/01 Production Assistant Intern, Komo 4 TV, Northwest Afternoon, Seattle

- Worked in broadcast as an intern during my undergraduate degree in Communications.
- Edited and cut scenes onto beta tapes, researched information, wrote and distributed scripts.

EDUCATION:

2003 – 2004 MA Degree, Journalism, National University of Ireland, Galway

Studied print and broadcast journalism, proofreading, shorthand, media history, media law, Quark and Photoshop. Learned news and feature writing for print and broadcast.

1997 – 2001 BA Degree, Communications, University of Washington, Seattle

Studied media law, media history, politics, advertising, history of media and politics.

SKILLS SET:

NEWS and other WRITING SKILLS

Sourcing and publishing news from any angle
Investigating and writing stories
Finding news angles for target audiences
Experience with variety of interview techniques
Writing advertorials, editorials, features and news
Writing compelling copy to sell products and info.
Using words in imaginative way

EDITORIAL and PRODUCTION SKILLS

Editing, proofreading and sub-editing
Producing newsletters and magazines
Budgetary control for publishing
Developing and assigning interesting stories
Writing tag lines and copywriting
Conducting on-camera and radio interviews
Writing weekly editorials

COMPUTER and TECHNICAL SKILLS

MS Office
Dreamweaver
Quark Xpress
Photoshop
Cool Edit Pro
Sound Forge
Creating and producing podcasts
Cf content management systems and html

TRAINING

Certificate in Dreamweaver
Certificate in Quark Xpress
Certificate in Photoshop
Member of National Union of Journalists