

LEAH GREGORY

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PROFESSIONAL EXPERIENCE

Ervin & Smith Advertising & PR // Omaha, NE // April 2012 to Present

Copywriter, July 2013 to present; responsibilities include:

- Serving as copy lead on campaigns for national clients
- Creating and developing concepts that meet a client's objectives in clever, compelling ways
- Crafting copy that's aligned with the client's style and brand voice in order to drive results
- Working closely with account executives, art directors, and creative directors
- Incorporating client feedback
- Participating in client-facing kickoffs and concept presentations
- Contributing to the agency's blog and social media channels
- Managing proofing and copy editing needs and assisting when necessary

Copy Editor, April 2012 to July 2013; responsibilities included:

- Editing grammar and spelling in print and digital advertising for a variety of national brands
- Comparing legal disclosures to the materials provided by the client
- Making suggestions for improving wording and maintaining the brand's voice
- Staying up to date on AP Style and client-specific style guides
- Working extensively with Microsoft Word and Excel, Adobe InDesign, and Adobe Acrobat, as well as some experience with Dreamweaver

Sandhills Publishing // Lincoln, NE // June 2006 to March 2012

Content Editor, May 2008 to March 2012; responsibilities included:

- Assigning articles for IT publication *Processor* to in-house writers and external freelancers, as well as managing contracts and invoices
- Editing completed articles for clarity, readability, accuracy, and grammar
- Working with designers to lay out edited articles in Adobe InDesign for print
- Writing news articles for news roundups, as well as product spotlight listings highlighting tech companies' new product releases
- Working extensively with Microsoft Word and Excel, Adobe InDesign, and Microsoft CRM

Copy Editor, June 2006 to May 2008; responsibilities included:

- Editing grammar and spelling in articles for a variety of computer-related publications
- Proofing finished products before the publications went to print
- Minor writing tasks

EDUCATION

Hastings College // Hastings, NE // Class of 2006; 3.64 GPA at graduation

- **Degree:** Bachelors of Arts in English with an emphasis in language and linguistics, minor in studio art; graduated with distinction in English
- **Honors:** Media and Ruth Kessler Scholarship Awards; selection to Sigma Tau Delta (English honors society); Stephen Lingwall Senior English Award
- **Leadership:** President of Sigma Tau Delta, 2005-2006; writer/photographer for the *Collegian* newspaper, two years

SERVICE

Yearly volunteer for Women In Philanthropy auction, 2010 to present; past volunteer for Lincoln Paint-a-Thon (5 years); participant in various charity 5Ks

GALLUP STRENGTHSFINDER STRENGTHS

Developer // Empathy // Arranger // Positivity // Includer