

RONNI WILDE (aka 'Ronni Ross')

<https://www.ronniwilde.com>

RWildePR@gmail.com / (818) 419-7089 (c/t)

SKILLS

- Writing/Reporting
- Editing/Copy Editing
- Proofreading
- Layout/Design
- Blogging
- Newsletters (print and online)
- Website/Online Content
- Corporate Communications
- Resumes/Professional Bios
- Public Relations/Publicity
- SEO
- Book Editing
- Art Direction/Photo Shoots
- Fact-Checking/Research
- Advertising Sales/Ad Design

TOOLS

- Adobe InDesign
- Keap Automated Mail System
- MS Word, Libre Office
- Outlook
- Fully Functional Home Office
- Photoshop
- Website Content Updates
- Google Analytics/GA4
- WordPress
- Social Media
- AP Style

AREAS OF EXPERTISE

- Fitness/Recreation (Running, Skiing, Backpacking/Hiking)
- Business Journalism
- Lifestyle
- Career Change/Job Search
- Beauty/Wellness/Spa
- Religion/Bible Knowledge
- Home Owners Assoc./Real Estate
- Parenting

EDUCATION

B.A., Journalism

University of Southern California

References Available Upon Request

CAREER HIGHLIGHTS

Freelance Writing, Reporting, Editing, Communications

Perform tasks such as writing/reporting, copy editing, online content, layout and design, proofreading, blogging, newsletters, website content, PR/Publicity, interviewing and other services as needed for clients

Communications Manager

Pine Mountain Club Property Owners' Assn., (So. Cal)

Nov. 2005-May 2024 (Freelance Contractor/Consultant)

Editor of 16-page monthly newsletter ("The Condor")

Editor of association's website (www.pinemountainclub.net)

Created all monthly calendars and bulletins

Handled daily member communications, and worked closely with the association's Board of Directors, staff and several committees

Marketing Specialist/Newsletter Editor (20 hrs per wk)

Mac's List, Portland OR — March 2022-Present

Create weekly online New Jobs newsletter and monthly online Employer newsletter from start to finish

Oversee macslist.org website

Perform marketing duties as needed, including SEO, sales funnels, monthly metrics reports and creation of online content

Reporter/Assistant Editor (Part time)

Cascade Business News, Bend, OR — Sept. 2019-March 2022

Wrote cover stories, business features and profiles, attended and reported on events in community

In charge of three weekly online e-blast publications

Edited freelancer's stories and press releases

Proofread entire newspaper

Freelance Writing Team

Bend Bulletin Newspaper, Bend, OR — May 2016-June 2017

Wrote numerous feature stories for newspaper on wide range of topics, including fitness, recreation, lifestyle, health and wellness, real estate, profiles, community events, non-profits and more.

West Coast Editor

Vance Publishing (Chicago) — 1998-2006 (Telecommuter)

West Coast editor of Modern Salon magazine (trade publication for professional beauty industry)

Wrote cover/feature stories, copy edited submitted articles, served as art director for numerous style and cover photo shoots; attended/reported on beauty events all over U.S. and internationally; worked with public relations professionals on daily basis.

Copy Editor

Daily Variety, Los Angeles — 1997-1998

Copy editor of the daily newspaper, working under tight evening deadlines. Edited stories, wrote headlines, worked with reporters.

Served as layout editor on regular basis, working under exceptionally tight nightly deadlines. Laid out entire publication.

Reporter, Copy Editor, Layout Editor

Los Angeles Daily News — 1989-1997

Full-time feature writing, copy editing, section planning, fact-checking, proofreading, headline writing, layout design, computerized pagination and management of other staff members.

Served as a regular columnist for the "Outside" section of the paper, writing primarily about running.