

k. aleisha fetters

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OBJECTIVE

To **smile** often. To *flex* and **STRETCH** my creative muscles. To infuse my *ingenuity* and **enthusiasm** into an outstanding product.

EXPERIENCE

July 09 – Present

The Fine Art of Family • *Contributing Writer*

- The Fine Art of Family at the fineartoffamily.com highlights the unique stories behind how people capture, celebrate, and share memories
- Connect past, present, and future through in-depth interviews with historical figures such as Beverly Johnson, the first African American model on the cover of U.S. Vogue
- Reveal the little-known stories of pensive pawnbrokers, collectors, and families
- Collaborate with auction houses and private collectors to feature antique works of art

May 08 – Present

Women's Health magazine • *Assistant Online Editor*

- Women's Health magazine serves women in a smart, positive, energizing, provocative, and funny way. WH boasts a 2009 print circulation of 1,350,000 and 14 million average monthly page views at womenshealthmag.com
- Surprise and challenge women's presuppositions through reports on health research and policy, earning TV spots on outlets including the TODAY show
- Configure each issue for online publication, writing code, meta data, and heds and deks
- Launch and promote the Women's Health magazine Facebook page as well as maintain the @WomensHealthMag Twitter feed, generating thousands of hits daily from more than 40,000 fans and followers

Mar 08 – Present

Women's eNews • *Freelance Writer*

- A not-for-profit online news source, Women's eNews tackles female-centric issues and provides women's perspectives on public policy. Womensenews.org feeds other news sources including the New York Times, PBS, and the Washington Post
- Investigate sexual violence and its devastating effects on women worldwide
- Engage readers in discussions on U.S. and foreign policies, encouraging them to become involved in their communities and governments
- Work with organizations and individuals both domestically and abroad

Mar – Jun 09

Time Out Chicago • *Web Intern*

- As Chicago's "where-to-go what-to-do" magazine, Time Out Chicago provides a fresh perspective on Chicago-area arts and culture as part of an international brand, while timeoutchicago.com revs up the conversation on a minute-by-minute basis
- Create weekly section fronts through the content management system
- Report, write, and edit unique Web content

Apr 08 - May 09

It's Not About the Money • *Book Ghostwriter*

- It's Not About the Money explores how not-for-profit organizations can thrive, using the experiences of Terry Munday, who transformed Indiana Wesleyan University, an institution with a \$500,000 annual deficit into the largest member of the Council for Christian Colleges and Universities with a \$50-million endowment and no deficits
- Collaborate with the author to research and tell inspiring stories of donor generosity
- Unite personal anecdotes, lessons, third-party research, and pundit arguments to create a cohesive, thought-provoking, and instructive text

- Mar – Jun 07 **Newsweek Kaplan College Guide • *Freelance Columnist***
- An annual Newsweek publication, the Kaplan College Guide is the definitive source on U.S. higher education for schools and their students—both current and inbound
 - ▮ Wrote a full-page column, uniting my experiences with reporting on U.S. universities
 - ▮ Collaborate with editors to create an engaging and useful column in line with the Newsweek brand
- Jun – Sep 07 **Indianapolis Woman, St. Louis Woman magazines • *Editorial Intern***
- Indianapolis Woman and St. Louis Woman magazines serve their communities with content that has earned more than 50 Society of Professional Journalists awards
 - ▮ Pitch, research, and write health, wellness, and fashion articles
 - ▮ Collaborate with staff members to compile contacts, research, copy, and artwork
- Sep – Dec 07 **InSeville magazine • *Freelance Writer/Translator***
- The brainchild of the InMadrid magazine brand, InSeville helps English-speaking tourists and expats in Seville, Spain experience the historic city in a fresh way
 - ▮ Connect the English-speaking staff and the Spanish-speaking community
 - ▮ Encourage first-person feature articles and comprehensive city guides

- EDUCATION** **Medill School of Journalism, Northwestern University, Evanston, IL**
- *Master of Science in Journalism: New Media, 2009*
 - ▮ Build advertising and marketing models for a proposed site redesign of fortwayne.com
 - ▮ Explore Chicago's ethnic communities, their cultures, and their challenges
 - ▮ Develop an in-depth health and science beat, working with, interviewing, and shadowing top researchers
 - *Bachelor of Science in Journalism: Magazine, Cum Laude, 2009*
 - ▮ Hone my magazine-writing skills as both a writer and assignment editor
 - ▮ Report on urban news and trends in the Chicago area
 - ▮ Study feminist and queer theory as a Gender Studies minor

- SKILLS**
- Web** • HTML, XHTML, CSS, Adobe Dreamweaver, Flash, Google Analytics, Google AdWords, Google AdSense, CMS
- Photography** • Canon Rebel
- Non-Linear Digital Editing** • Final Cut Pro
- PC & MAC Platforms** • Adobe Photoshop, Microsoft Word, PowerPoint, Excel
- Language** • English, Spanish

- VOLUNTEERISM** **Current** • Interlink Kids Connection
- Past** • Big Brothers Big Sisters, Chicago Public Schools English as a Second Language, Guatemala Mission Trip

WEBSITE Portfolio available at kaleishafetters.com

REFERENCES Available upon request