

London Lyle

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(m) 719.648.3118

EDUCATION

University of Colorado Boulder, Boulder, CO August 2018 – May 2023

- Bachelor of Arts in Journalism
- Journalism Major
- Sociology Minor

WORK EXPERIENCE

Red Energy PR Firm, Colorado Springs, CO, *Event Planner/Blogger* January 2018 – January 2020

- Worked a seasonal position for Red Energy PR and the small business Sweet Celebrations, which is adjoined to and managed by the public relations firm
- Wrote a monthly newsletter sent out to clientele as well as planned and posted social media posts

BornonBonne Etsy Shop, Colorado Springs, CO, *Writer* November 2017-Present

- Seasonal position writing Santa letters to children all over the world

Her Campus Magazine, Boulder, CO, *Reporter* August 2019-May 2021

- Wrote and proofread monthly articles for the CU Boulder chapter of Her Campus Magazine, a news site staffed by college women across the United States and Canada
- Frequently contacted and maintained good relationships with journalistic sources/contacts to ensure access to quality information and
- obtain new knowledge to report upon
- While on the current events and politics team, reported on topics relating to political groups on campus, women's history, the 2020 Democratic primaries, mental health, technology and social media

InternQueen, Boulder, CO, *Brand Ambassador/Advertising* May 2019-May 2022

- Collaborated with brands such as Vistaprint and King Soopers on social media, posting sponsored content to boost sales
- Posted static Instagram posts, reels, and stories
- Created content and tracked analytics for the brands to boost their growth

RealClearPolitics, Washington D.C., *Reporter/Researcher* May 2021 – August 2021

- Wrote monthly articles on public health, foreign relations, and national politics for the outlet
- Frequently contacted and maintained good relationships with journalistic sources/contacts to ensure access to quality information and obtain new knowledge to report upon.
- Transcribed White House press briefings under WH press correspondent Philip Wegmann
- Transcribed interviews between Philip Wegmann and senators
- Conducted minor research projects for Managing Editor Carl Cannon

Bucket List Community Cafe, Denver, CO, *Multimedia Journalist/Engagement Assistant* Nov 2022-Present

- Staff writer for Bucket List Community Cafe, an online local news outlet covering North Denver
- Publishing weekly articles covering a range of topics in North Denver, such as house bills, animal welfare, local businesses, community events, reproductive health and disability justice; conducting interviews with hundreds of sources and doing on-the-ground fieldwork in the Denver area
- Collecting emails for our newsletter and engaging with members of the community at events
- Shooting photos for articles
- Podcasting
- Running the news outlet's Instagram and Twitter pages and tracking analytics
- Collaborating with advertisers
- Conducting projects for NBC news correspondent Vicky Collins

Peaks Digital Marketing, Denver, CO, *Writer* June 2023 – Present

- Versatile freelance writer creating articles for Peaks Digital Marketing Firm on a variety of topics
- Writing 10 1100-word articles per week for clients that include one to two linked statistics
- Each article has general niches such as SEO, fintech/payments, accounting, legal, and website hosting
- All handwritten content

The Sopris Sun, Carbondale, CO, *Freelance Journalist* August 2023-Present

- Freelance journalist for The Sopris Sun writing articles and conducting remote interviews
- Assisting with social media management

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VOLUNTEER EXPERIENCE

Canine Companions for Independence, Colorado Springs, CO, *Puppy Raiser* July 2017 – July 2019

- Raised two service dogs for CCI

Reading is Fundamental, Boulder, CO, *Volunteer* October 2018 – May 2022

- Helped organize book donation drives for children living below the poverty line

COSILoveYou, Colorado Springs, CO, *Volunteer* April 2022

- Organized shoe drive for underprivileged youth

Buff Pantry, Boulder, CO, *Feed The Stampede Food Insecurity Volunteer* November 2022-May 2023

- Volunteered at CU's food pantry weekly to assist CU students struggling with food insecurity

Chautauqua Rangers Cottage, Boulder, CO, *Gardening Volunteer* May 2023- Present

- Weekly volunteer in Chautauqua Ranger's Cottage Garden working with native plants and with tourists, hikers, and the community

OTHER EXPERIENCE

Conference on World Affairs, Boulder, CO April, 2019

- Escorted speakers to their positions in a timely manner and attended their conferences

Kappa Kappa Gamma Academic Excellence Committee, Boulder, CO October 2018-May 2022

- Elected the Vice President of Academic Excellence, representing the 2018 pledge class in the sorority Kappa Kappa Gamma. As VP AE, ran study tables twice a week and created tutoring lists, as well as assisted in organizing academic programming for members

ADDITIONAL SKILLS

Photojournalism, Microsoft Excel, Canva, WordPress, MailChimp, Adobe Photoshop, podcasting, editing, Final Cut Pro, multimedia stories, writing, public speaking, social media, marketing, fundraising, graphic design, website building, SEO, analytics