

RESUME

Lisa Mitchell

Freelance Writer & Editor

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SUMMARY

Sixteen years in the print and internet media as a writer, editor and author, working in teams and autonomously across diverse industries. Excellent communication skills working with countless interviewees and within editorial teams of up to eight people, as well as liaising with associated departments (art, graphic design, photographic, advertising), and management of contributing writers and information sources.

WRITING

- A feature writer across an eclectic range of industries and lifestyle sectors from health, environment, sociology, travel, television, film, fashion, fitness and interior design to information technology, education, careers, science and property.
- Extensive copywriting experience with web content, blurbs, precedes, headlines, crossheads and captions for diverse publications
- Excellent adaptability of skills to reach diverse audiences.
- Valued for my informative and engaging copy, and professional work ethic.

RESEARCH

- Highly skilled at targeting appropriate information sources and paying meticulous attention to detail to ensure accuracy and integrity of information presented.

EDITING

- Edited five lifestyle sections of *The Age* newspaper and sub-editor on *The Age* news desk
- Freelance editor for corporate, commercial and not-for profit clients
- Channel editor for a “glossy” women’s webzine thelounge.com.au.
- Melbourne editor of two leading Sydney-based information technology industry publications (*ComputerWorld*, *PC Week*).

VISUAL THINKING

- Have worked closely with production departments discussing photographic possibilities, layout, design and graphical concepts.
- Conceptual skills to assist in delivery of exciting packages to readers and to maximise the impact of information presentation.

EMPLOYMENT HISTORY

Date: 2001 - present

Title: Self-employed
Freelance writer, editor, author

Client: **BrainLink Foundation Victoria**
Edited a 100-page *Resource Kit for Carers of Families of People with Acquired Brain Injury*, researched and wrote fact sheets on Alzheimer's Disease and Assessing Complementary Therapies.

Client: **Headway Victoria, arbias, Brain Foundation Victoria, ABI Workers' Forum**
Edited six information booklets ranging size from 12 to 28pps on *Acquired Brain Injury: Changed Lives Brain Injury Information Kit; Your Guide to Mental Health & ABI; Behaviour Management After ABI; Children and Young People with ABI: A Case Manager's Guide; Your Guide to Neuropsychological Assessment; Friendship & ABI.*

Client: **ANZ**
Interviewed key stakeholders and team leaders to produce web content for the ANZ's intranet and video interviews for use in conference presentations.

Client: **Australian Davos Connection**
Edited conference papers from two major conferences - *The Futures Summit* and *The Leadership Forum* - on global issues for the Australian branch of the World Economic Forum.

Client: **Morrrows Financial Services Pty Ltd**
Researched and wrote a promotional paper on retirement planning.

Client: **Fairfax Holdings Ltd**
Since 1998, a regular feature writer for The Age newspaper's Metro, Creative & Media, A3 lifestyle, Travel, IT, education, careers and other sections, Sunday Age Agenda magazine, Sydney Morning Herald Spectrum section, also worked as casual sub-editor on The Age newspaper's news desk.

Client: **MELBOURNEmagazine**
Regular contributor of humorous lifestyle columns and feature articles to this glossy magazine.

Client: **Lonely Planet Publications Pty Ltd**
Have co-authored five Lonely Planet travel guides (Mediterranean Europe, Western Europe, Europe on a Shoestring, Australia, Victoria). Authoring involves extensive pre-trip planning and on-the-road research, managing a tight budget while reorganising, writing and editing copy on tough deadlines.

Client: **Pathway Magazine**
Regular feature writer for this glossy magazine, targeting the general public and health industry audience, published by the Royal College of Pathologists of Australasia.

Date: 2000 - 2001
Company: Wishlist Holdings
Title: **Editor & Feature writer thelounge.com.au**
Duties: Edited thelounge.com.au glossy women's webzine's Face & Body and Relationship channels making them the top two (most-read) channels.
Wrote feature articles across the site and a popular agony aunt column, directly responsible for improving credibility of site content, negotiated free content for channels, organised promotions, uploaded the site weekly using Cold Fusion template, mentored young writers, established procedures for more efficient production.

Date: 1998 - 1999
Company: West Street Productions No 7 - Blue Heelers television drama series
Title: **Researcher**
Duties: Researched stories for Blue Heelers: how to kill, maim, scam (accurately) and get away with it!
Provided creative contribution at story meetings, note-taker for story meetings, provided analysis and critical commentary of scripts in shadow script editor capacity, produced publicity kits to promote the show locally and internationally.

Date: 1993 - 1998
Company: David Syme & Co
Title: **Editor/journalist, The Age**
Duties: Deputy editor and caretaker editor on five lifestyle sections (IT Age, Green Guide, Fashion, Travel, Tempo).
Feature writer across most sections of the paper and a contributing reviewer for television and travel sections and epicurean publications.

Date: 1990 - 1993
Company: IDG Communications
Title: **Melbourne Editor, Computerworld newspaper**
Duties: Headhunted from the opposition to head Melbourne office of this Sydney-based company. Responsible for tracking and reporting news, identifying and analysing trends in the Melbourne information technology industry. Travelled overseas as newspaper's representative at IT conferences.

Date: 1988 - 1990
Company: Computer Publications (An ACP subsidiary)
Title: **Business Editor PC Week newspaper**
Duties: Began as an editorial assistant then undertook a one-year, post graduate course at RMIT in Marketing Practice to establish a weekly column on the marketing strategies of the burgeoning information technology industry. Promoted to Business Editor.

EDUCATION

Gita International School of Yoga, 2006-2007 Gold Diploma of Yoga Teaching
Gita International School of Yoga, 2003 to present - ongoing spiritual philosophy & esoteric studies
The Age newspaper sub-editor's Media Law Course (2001)
RMIT, Certificate of Marketing Practice, 1990
Bachelor of Arts degree, 1985, Melbourne University
CAE short-courses - Basic SLR photography, Mind Mapping, Career Planning, Meditation, Bushwalking & Orienteering

REFEREES

Available on request.