

Lisa Lucke

Jackson, California

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lisalucke.com

Areas of expertise/special interest: Electronics manufacturing industry; web content creation, revision and development; website development client/project management/SEO fundamentals; deadline management in an independent work environment. Exceptional research skills and highly proficient at writing across wide variety of industries; strong team, publication, and process management skills.

WORK HISTORY

Freelance Web Content Writer/Editor — Lisa Lucke Writing & Editing Services

September 2008 to Present

Independent contractor with local and regional marketing consultants* and web developers for creation of web content across multiple industries, both technical and non-tech, as well as direct client marketing and website copy, ghost-blogging and original article generation. Ongoing content maintenance of WordPress websites.

Editor/Managing Editor — [I-Connect007](#)/BR Publishing (virtual company)

April 2011 to September 2018

Editor across entire product range of quarterly/monthly magazines, websites, and newsletters in the electronics manufacturing industry. As managing editor of two monthly trade magazines, duties included managing global pool of contributors, collaborating electronically with a team of four assistant editors and production department in the ongoing duties related to procuring and developing content and editing internationally read publications (*The PCB Magazine* and *SMT Magazine*). Emphasis on working independently and meeting daily, weekly, and monthly deadlines. 100% telecommute position.

Content Writer/Project Manager — Element58 Web Design, Jackson, CA

August 2010 to April 2011 (E58 was sold to BR Publishing, who retained my services as ME of *The PCB Magazine*, and subsequently, its sister publication, *SMT Magazine*.)

Duties included managing clients/projects, creating original content, research, ongoing website maintenance using proprietary CMS.

Staff Writer, Columnist and Stringer — Amador Ledger Dispatch, Jackson, CA

May 2002 to May 2005

As both a staff writer and stringer, wrote feature articles covering life and events in and around Amador County, including beat reporter for school district and city council. Columns included a bi-weekly business column (*Focus on Business*) that entailed research and on-site and electronic interviews (approximately 1500 words weekly); weekly food/parenting column (*Bon Appétit*); weekly human-interest column (*Ledger Leader*) highlighting leaders in the community.

English Instructor — Amador County Unified School District, Jackson, CA

September 2005 to June 2008

AP Senior Literature and Composition; Freshman scholarship/college prep. Department Chair '07 - '08 at Argonaut High School, Jackson, CA.

EDUCATION

- CSU, Chico — B.A., English, 1995
Minor in Italian Studies
- National University, Sacramento
Single Subject Credential in English - 2003