



Leighann Franson

writer.

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EXPERIENCE

NIKE INC., Beaverton, OR (Contract)

Writer

Brand Design (August 2003 – October 2005)

Develop creative strategy, establish tone of voice, and write creative copy for visual centers, web, press kits, international events, retail, direct mail, product hangtags, pro athlete catalogs and internal presentations for major initiatives including: Nike Cycling, Nike Free, Women's World Cup, Lance Armstrong, Serena Williams, Nike CR Report, Nike Annual Report and Athens 2004.

Senior Technical Writer

Digital Production Imaging (Contract, January 2003 – February 2003)

Designed, wrote and edited User Manual for Nike's new Photo Image Database—Footwear Bank—to be distributed internationally to employees and business partners involved in Footwear Image and Catalog processing.

Writer/Editor

Global Transition/INOV8 (May 2002 – September 2002)

Designed, wrote and edited international technical publications distributed to over 3000 employees to implement new global software program revolutionizing the apparel/footwear process.

KETTLE FOODS, Portland, OR

Freelance Copywriter

Leopold Ketel and Partners Advertising Agency (March–June 2004)

Worked effectively with client and agency to create new copy and design direction for relaunch of Kettle Foods website and product packaging. From product descriptions and company history to communicating environmental initiatives, I wrote compelling copy to communicate Kettle's new direction to the consumer.

YAHOO! INC., Sunnyvale, CA

Production and Content Project Manager (1999 –2001)

As a project manager for Yahoo!'s 15 Communications Websites such as Mail, Chat, Messenger, and Clubs, I worked effectively across departments to ensure proper execution, flow and development of partner content and creative as well as designed and wrote copy for intranet and internal print communications. From creating in-depth presentations and performing competitive research to writing and editing Yahoo!'s 235 page product guide, I worked across communication platforms to manage, develop and integrate content.

RED CHIP INC., Portland, OR

Stock Reporter/Editorial Assistant (September – December 1999)

Developed and wrote timely articles for this premier small-cap stock publication as staff editor and writer. Wrote multiple daily articles with breaking news content by monitoring wire services and interviewing financial analysts and executive management.

SKIPPING STONES MAGAZINE, Eugene, OR

Editorial Assistant (April – June 1999)

Assisted in editorial and writing duties on a pro-bono basis for this innovative, award-winning multi-cultural magazine, publishing articles written by children for children. Duties included developing and planning monthly editorial themes and content, selecting and editing freelance submissions for publication, and maintaining international subscription database spanning five continents.

WOMEN'S SPORTS & FITNESS MAGAZINE, Boulder, CO

Sports and Fitness Publishing

Production/Marketing Assistant (1997 –1998)

Assisted in the editorial mission of this small niche magazine by managing and executing its major sponsorship of the nationwide "Race for the Cure" benefit. Researched, developed and presented prospective sponsor opportunities for developing content as well as increasing monetary opportunities.

COLDWELL BANKER, Eugene, OR

Publishing/Marketing Assistant (April – August 1997)

Designed, wrote and produced all publication materials including newspaper classified and page ads, marketing collaterals and product brochures for the business and commercial real estate property sales division of this #1 national commercial and residential real estate broker.

FREELANCE

HUB Collective Ltd., Portland, OR

Writer (December 2005- present)

Work directly with Hub's largest client to create effective print media campaigns.

DIGITAL POND, Marketing, Design and Print Services, San Francisco, CA

Writer (December 2005 – present)

Work effectively with Digital Pond clients to write, print and deliver copy at retail.

FORMIT, Marketing, Design and Print Services, Portland, OR

Writer (November 2004 – present)

Develop and write creative content for major Nike initiatives such as Nike Free and NikeGO.

WATER CLOSET MEDIA, Portland, OR

Writer (June 2003 – August 2003)

Wrote weekly advice column for online edition of local alternative newsweekly.

OREGON PUBLIC BROADCASTING, Portland, OR

Live PM News Host, Golden Hours Radio (July 2002 – October 2002)

Host weekly Live PM News program on a pro bono basis for Golden Hours Radio broadcasted statewide.

TOOLS AND METHODOLOGIES

Fluent In: Associated Press Stylebook, Chicago Manual of Style, in-depth interviewing

Hands on: FilemakerPro, Excel, Word, PowerPoint, ClarisWorks, Front page, Dreamweaver, Flash, DHTML, HTML, PageMaker, Photoshop, Illustrator, QuarkXPress, Visio, CuteFTP, FTP, RoboHelp, Adobe PDF, Framemaker, Studiometry

Working Knowledge of: Website portals, interface architecture, financial securities market, demographic and population specific content, non-profit publishing, video production, website business development, internal communications, public radio broadcasting

EDUCATION

BS Journalism, emphasis magazine publishing, 1998, University of Oregon, Eugene, OR

Member of NCAA Division I Women's Soccer Team

BS in Business, lower division coursework, 1993-1994, Santa Clara University, Santa Clara, CA

Member of Top 10 NCAA Division I women's soccer team, 1993 NCAA Final Four Tournament

NOTEWORTHY

- Hatha Yoga certified instructor since August 2004, Instructor New Zealand November 2005
- Voice-Over Talent 1995-1996 Cable Television Commercials in Eugene, Oregon
- Placed 4th in San Francisco Marathon, 1999; Top 10 Division Winner, Portland Marathon 2002
- Helped develop and initiate University of Oregon loan program for low-income and international students.