

Leighton Cosseboom

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Profile

As a self-motivated professional who strives to create the best possible product, I stand by my work with pride. Having graduated with two bachelor's degrees from the University of Oregon School of Journalism and Communication, I seek to inject a high level of passion and creativity into my work as a member of the media.

Work History (Starting with most recent)***Willamette Week*****Portland, OR. Nov 2010-Feb 2011****Arts and Culture Writer**

I recently finished a three-month stint with *Willamette Week* in Northwest Portland. My responsibilities included writing reviews and articles, producing a weekly listing section, reporting, interviewing, blogging, transcribing, and communicating with sources in person and via telephone.

TRAVELHOST of Greater Portland**Portland, OR. Oct 2010- Feb 2011****Account Executive**

My job was to seek out new businesses to advertise in the print version of the magazine, on the web, and on the company's new iPhone application. I was the liaison between the advertiser and the publication. It was my job to prospect new clients, service existing accounts, and negotiate contracts with new clients.

Oregon Daily Emerald**Eugene, OR. Jul 2010-Oct 2010****Advertising Account Executive**

Once again, my role as an account executive was to act as the liaison between the advertiser and my publication. I sold advertising space, spoke with the customer one on one in a way that enabled us to find the best possible way to reach their target demographic. I also monitored the production of their ads to make sure that every aspect of their account was being handled thoroughly.

Flux Magazine**Eugene, OR. Mar 2010-Jun 2010****Staff Writer/Reporter**

I was a staff writer for the University of Oregon's award winning *Flux* magazine. I wrote and published feature news articles for the online version of the publication.

Advertising Campaigns

Eugene, OR. Mar2010-Jun2010

Account Manager

I was enrolled in the capstone class for the University of Oregon's advertising sequence. It was my job to oversee a group of four other members as their account manager. We created an advertising campaign on spec for Baxter Auto Parts.

Top New Venture Champions

Eugene, OR. Jan 2010- Mar 2010

Creative Strategist/Graphic Designer

I worked with a group to produce logos, advertisements, brochures, and tradeshow materials for a start-up company called Mosaic Genetics and its product, the "LumiMouse."

Point Reyes Light Weekly Newspaper

Point Reyes, CA. Jun 2009-Sep 2009

Staff Writer/Reporter

This position was a summer internship, and my first paid staff position at a print news publication. While employed at the *Point Reyes Light*, I polished many of my existing skills, and learned new ones. My duties included intensive investigatory research, conducting interviews, writing on deadline, proof reading news article, interpreting news releases, and field research.

Ethos Magazine

Eugene, OR. Dec 2008- Jan 2010

Staff Writer/Reporter

I contributed regularly to the University of Oregon's *Ethos Magazine*, a multicultural student organized publication. While working for *Ethos*, I was able to practice my skills in research, interviewing, writing on deadline, proof reading news articles, interpreting news releases, and conducting field research.

Education

University of Oregon School of Journalism and Communication

GPA: 3.5

Bachelor of Arts Degrees:

Advertising and Magazine Journalism

Minor: Italian

Skills

Proof reading and editing

Sales

Customer service and communication

Detail oriented account tailoring

Client meetings

Writing on deadline

Extensive research and writing

Press release composition

Creative and strategic brief composition
Advertising campaign formulation
News reporting
Interviewing
Smart Publisher File Maker 11
Social Media
Adobe Creative Suite
Speaking and reading Italian
Telephone communication