



ilene lelechuk snyder
 writer. editor. consultant.

I'm passionate about the power of words! With 25+ years of experience and an award-winning journalism background, I create engaging and well-researched content, on-target SEO, and PR strategies.

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415.298.1670

EXPERIENCE

- Today-2010** ● **Freelance**
Content Marketing Writer | Editor | PR Consultant
 Creative content for publications + brands: Articles, blogs, press releases, website SEO strategy, social media, direct-mail, fundraising appeals, e-mail drips, white papers, thought leadership.
- 2007-2000** ● **San Francisco Chronicle** *Staff Writer*
 S.F. politics, homelessness, social services, demographic trends, breaking news, investigative
- 1999** ● **San Francisco Examiner** *Staff writer*
- 1996** ● **Daily Breeze** *Staff Writer*
- 1995** ● **San Bernardino Sun** *Staff Writer*
- 1994** ● **Santa Maria Times** *Staff Writer*
- 1992** ● **Paradise Post** *Staff Writer + Assistant Managing Editor*
- 1991** ● **University of California, Santa Cruz**
B.A. Politics, Honors

SKILLS

blogging **storytelling**
 website content **SEO**
journalism white papers
#social media ghostwriting
 fundraising appeals
 newsletters **press releases**

NICHES

including but not limited to...

- Real Estate
- Nonprofit
- Youth + Education
- Health + Nutrition + Beauty

TOOLS

- G-Suite ● WordPress
- MailChimp ● VerticalResponse
- Wix ● Bitly ● Canva ● Slack
- AP + Chicago styles

CLIENTS





PRO BONO

Donor for Daniel | 2019

Managed PR and media outreach for a bone marrow donor drive for local teen. Coordinated event partnership with a professional baseball team.

Community Heroes | Day of Giving

Co-founded a countywide youth service day and managed PR and media outreach.

HeadsUp Education Foundation | Run for Reading

Managed PR and media outreach for a fundraising event benefiting 7,000 students.

AWARDS

- ★ John Swett Honors for Media Excellence – “SF Schools at a Crossroads”
- ★ East Bay Press Club - Excellence in Profile Writing
- ★ Greater Los Angeles Press Club – Continuing Story – A city's campaign for a new NFL football team and a publicly-financed stadium
- ★ California Newspaper Publishers Association – Spot News - President Clinton has another half brother you never heard of
- ★ National Newspaper Association – Feature Writing – The journeys of abused juveniles living in a group home
- ★ California Newspaper Publishers Association – Special Section – Paradise Post “Progress” edition

PORTFOLIO

www.ilenelelchuk.com