

BRIAN REETZ

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CAREER PROFILE

Communications professional with many years of versatile writing and editing experience. Proven effectiveness in developing and improving procedures and managing a large staff of writers, designers, and photographers. Hands-on leader with extensive experience in magazine, newspaper, and corporate marketing environments.

- Workflow planning and coordination
- Public relations
- Print/media advertising
- Editorial/copywriting

PROFESSIONAL EXPERIENCE

University of Nebraska-Lincoln, Lincoln, Nebraska **April 2013 – present**
Glenn Korff School of Music Marketing and Public Relations Coordinator

- Provide a wide range of marketing and public relations skills from creating print ads, radio copy, programs, flyers, social media, writing stories, photography and other media.

Key Accomplishments:

- Created Create. Perform. Achieve branding and this helped show growth in patrons attending events, a 25 percent increase in audition requests in second year to show growth in undergraduate/graduate recruiting and creating eminence to donors and alumni.

The Groundwater Foundation, Lincoln, Nebraska **May 2009 – April 2013**
Program Coordinator

- Informed the public about groundwater protection through speeches, press releases, radio and television ads across the state of Nebraska
- Served as social media director
- Worked and communicated with different segments of communities from government leaders, school officials, concerned citizens and businesses

Key Accomplishments:

- Built the program, Growing Groundwater Awareness, from a grant idea into a program that has gained visibility across the state of Nebraska, regionally and nationally

Rebel Creative, Lincoln, Nebraska

April 2008 – present

Owner

- Teach JGen 300 course (speech and writing course) at University of Nebraska-Lincoln
- Wrote stories for Lincoln Business Journal, ONE magazine, L magazine Star City Sports and the Lincoln Journal-Star
- Edited a journal for Ross School of Business (University of Michigan) and edited book covers and writing press materials for Author Solutions (Indiana)
- Informed the public about the transition from analog to digital television through speeches, press releases, radio and television ads as a Communications Specialist with NET Television
- Wrote a novel called Rebel Roads that is currently in the process of being published. Currently writing Riverwalk Roads, a second novel in the series.

Key Accomplishments:

- Working with a number of different businesses with projects done on time and creatively

iUniverse, Lincoln, Nebraska

October 2007 – April 2008

Copy Manager

- Supervised a freelance staff of 10 writers including prioritizing marketing copy sent to writers to complete for authors' back covers
- Edited back cover copy after writers complete the first draft
- Managed two freelance writers, who wrote marketing copy for press releases and other materials for authors, along with editing those releases
- Wrote copy when workload demanded
- Edited all marketing copy written for press releases and company web site

Key Accomplishments:

- Streamlined and improved procedures for distributing work to freelance writers that resulted in a more efficient process that consistently exceeded deadlines
- Assisted with implementing office-closing procedures after company was sold resulting in a smooth transition that minimized a disruption of marketing services for authors

Benjamin Inc./life style. magazine, Lincoln, Nebraska May 2004 - October 2007

Editor in Chief

- Supervised a freelance staff of 10 people including writers and photographers for life style. magazine
- Wrote stories for life style. magazine along with TV commercials, radio commercials, newsletters and web sites for various local businesses through Benjamin Inc.
- Took photographs for life style. magazine along with newsletters and web sites for various local businesses through Benjamin Inc.
- Helped establish new advertisers and oversaw those select accounts

Key Accomplishments:

- Helped start a lifestyle magazine from the ground floor, providing input on design, story selection and photography. The magazine grew from 40 pages into over 100 pages per issue
- Wrote copy for a number of different web sites including St. Elizabeth's and Bryan LGH hospitals

Lincoln Journal-Star, Lincoln, Nebraska

July 1999 - May 2004

Copy Editor

- Supervised the night sports desk staff and part-time sports staff
- Designed pages and edited stories by local and national writers

Key Accomplishments:

- Assisted the department into becoming one of the nation's best of its circulation size. The sports section was consistently in the top 10 in both daily and Sunday competitions

Dodge City Daily Globe, Dodge City, Kansas

August 1993-July 1999

Sports Editor/Managing Editor

- Supervised a full-time staff of 20 including photographers, writers, web designers and copy editors at Dodge City Daily Globe newspaper as well as writing stories and editorials

Key Accomplishments:

- Helped redesign the newspaper into a consistent winner of state awards

EDUCATION

Bachelor of Arts, News-Editorial, 1991

University of Nebraska at Kearney

AFFILIATIONS

- Lincoln Southeast Track and Field Booster Club, President
- Parkinson's Foundation, Team Hope Member
- Make-A-Wish