

Tracy Lightfoot

9718 Sue Helen Dr.
Louisville, Ky. 40299

(502) 558-0853 • tf.lightfoot@insightbb.com

Experience

Freelance writer and marketing consultant, January 2005 to present

- Stories appearing in Kentuckiana publications including *Business First*, *Lane Report*, *The Oldham Era*, *Kentucky Monthly* and *LEO*
- Other clients include ZFX Flying Inc. and Ken Combs Running Store

Media and Marketing Coordinator, *Yew Dell Gardens*, August 2006 to present

- Responsible for writing and distributing press releases and other promotional pieces
- Assist in planning and promoting special events

Features editor, *The Louisville Cardinal*, May 2005 to November 2005

- U of L's independent student paper
- Developed and assigned stories, edited copy, wrote biweekly pieces and laid out the four to six page weekly section

Assistant Managing Editor, *The Louisville Cardinal*, January 2005 to May 2005

- News and features writer averaging two stories each week and a biweekly technology column

Online Editor and staff writer, *Snitch Newsweekly*, May 2004 to February 2005

- Primary writer for the Zip Code Crime Watch, a collection of witty snippets culled from police reports
- Online Editor for five publications in the Snitch franchise

Graphics designer, *Adam Matthews Bakery, Inc.*, June 2004 to September 2004

- Designed advertisements, banners, brochures and other promotional materials to boost sales
- Designed a 12-page insert that appeared in *The Courier-Journal* promoting the Adam Matthews Balloon Festival

Staff writer, *JOE Magazine*, February 2004 to April 2004

- Wrote two cover stories for the magazine's premier edition
- Reviewed technology "gadgets" for double-truck feature

Staff, *Boston Metro*, Sept. 2003 to April 2004

- Main copyeditor; assisted in layout and writing briefs

Staff writer, *Snitch Newsweekly*, February 2003 to August 2003

- Wrote cover stories for Snitch Extra Paducah edition and feature pieces for Louisville's entertainment section
- Zip Code Crime Watch writer and Web site assistant

Staff writer/photographer and Web manager, *The Spencer Magnet*, July 2001 to February 2003

- Covered sports events, government meetings, spot news and feature stories
- Laid out four to eight pages per week and designed advertisements

Education

- Pursuing a BS in Communication from the University of Louisville; 3.4/4.0 G.P.A.
 - Coursework included: Public Relations and Mass Communication Law
- Completed three semesters as a Print Journalism major at Boston University's College of Communication
 - Coursework included: News writing and Feature writing

Honors, Awards and Organizations

- Public Relations Practice, Public Relations Writing and Public Relations Editing certifications from the University of Louisville
- Integrated Communications (advertising and PR) certification from the University of Louisville
- First place in journalism division, 2007 University of Louisville Portfolio Competition
- First place in promotional division, 2007 University of Louisville Portfolio Competition
- First place in collegiate news writing, 2005 Society of Professional Journalists, Louisville Pro chapter
- Second place in collegiate feature writing, 2005 Society of Professional Journalists, Louisville Pro chapter
- Runner-up in Investigative Reporting, 2005 Kentucky Intercollegiate Press Association competition
- Honorable mention in Sports Photography, 2001 Kentucky Press Association "Better Newspapers" competition
- President, Lambda Pi Eta communication honor society, 2006-2007
- Attended the Associated Press' 2005 "Diverse Voices" program — twelve students were selected nationwide
- Member of the National Federation of Press Women and the Society of Professional Journalists, Louisville Pro chapter

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References

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Associated Press

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Tracy Kitten

Former editor

The Spencer Magnet

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