



Rodika I. Tollefson

writer • journalist • editor • communications consultant

my portfolio

rodikat.com

social media

[www.twitter.com/
RodikaTollefson](http://www.twitter.com/RodikaTollefson)

[www.facebook.com/
writer.editor.Rodika.
Tollefson](http://www.facebook.com/writer.editor.Rodika.Tollefson)

[linkedin.com/in/
rodikatollefson](http://linkedin.com/in/rodikatollefson)

my blogs

Words & Bytes
rodikat.com/blog
(writing, digital media,
communications and
other musings)

Journalist in Retraining
[rodikatollefson.
wordpress.com](http://rodikatollefson.wordpress.com)
(old school journalist
plunges into world of
digital media)

Sandwiched In
sandwichedin.com
(the joys and sorrows
of the sandwich
generation, a view
from the middle)

contact me

rodika@rodikat.com

Experience Highlights

- √ More than 12 years in journalism (currently self-employed full-time)
- √ Staff or contributing writer: *Kitsap Business Journal*, *Kitsap Sun*, *Peninsula Gateway*, *WestSound Home & Garden Magazine*
- √ Staff or contributing editor: *Key Peninsula News* (executive editor), *North Mason Life*, *Port Orchard Life*, *Seattle News Fax*, *WestSound Home & Garden Magazine*
- √ Marketing/PR projects for public and nonprofit organizations and businesses (press releases, newsletters, communications materials)
- √ Publication production for newspapers, newsletters and books
- √ Communication strategy consulting including digital media

Technical Skills

- √ Software: Adobe Photoshop, InDesign, Acrobat, Illustrator; QuarkXpress; Microsoft Office including PowerPoint; Camtasia
- √ Multimedia: Digital photography, video, sound editing, video production (beginner level), CMS (WordPress, Ellington), HTML, graphic design, web design
- √ Other skills: Research, pagination, photography, executive management, project management, Associated Press style, social media, content creation

Professional Awards and Affiliations

- √ Citizen of the Year nominee: Key Peninsula Lions Club (2008)
- √ 40 Under Forty: Kitsap Peninsula Business Journal (Class of 2007)
- √ Media Awareness award: Kitsap Pierce County DUI and Traffic Safety Awards (2005)
- √ Journalism writing awards: first, second, third places, miscellaneous categories from Western Washington Society of Professional Journalists and Washington Newspaper Publishers Association (2000, 200)
- √ Outstanding Journalism Graduate of the Year: University of Alaska Anchorage Journalism and Public Communications Department (2001, 2007)
- √ Society of Professional Journalists: member since 2010
- √ West Sound Technology Association: member since 2011

published freelance articles & essays

- √ Alaska Coast Magazine
 - √ Alaska Star
 - √ Anchorage Daily News
 - √ Classical Singer Magazine
 - √ Christian Science Monitor
 - √ Gig Harbor Life
 - √ High Country News
 - √ Peninsula Gateway
 - √ New York Times Corp. for weather.com
- (etc)

worthy of note

- √ *Key Peninsula Writers Guild* co-founder (2003)
- √ *Two Waters Arts Alliance* Artist-in-Residence for journalism workshops and newspaper publishing project for fifth-grade students (2006)
- √ *Kitsap Peninsula Visitors and Conventions Bureau* "what's happening" blogger and e-newsletter editor (2010)

other interests

- √ creative nonfiction (memoir)
- √ workshop instruction
- √ nonprofits

Education

- √ Master of Communications in Digital Media University of Washington (currently pursuing, expected graduation Fall 2013)
- √ Bachelor of Arts in Journalism and Public Communications *cum laude with leadership honors and Golden Key National Honor Society honors* University of Alaska Anchorage (2000)
- √ Associate of Liberal Arts *cum laude* University of Alaska Anchorage (1999)

Related Volunteer and Pro Bono Work

- √ Key Peninsula News webmaster and writer, publishing board member (2010-11)
- √ "Celebrate the Key Peninsula" coffee-table book executive editor (2009)
- √ Two Waters Arts Alliance writers' workshop facilitator (2003)
- √ Missions Creek Correctional Center for Women Community Advisory Board member (2011)
- √ FISH food bank and Friends of Pierce County miscellaneous PR/design work (2003)

Abbreviated Employment History

- √ Tollefson Creative Solutions owner (self-employed part-time 2001-2008, full-time 2008 - now)
 - Provide marketing and PR copy for business and nonprofit clients; serve as staff editor or writer (on contract) for miscellaneous publications
- √ Key Peninsula News executive editor (2003-2008)
 - Managed a monthly community newspaper in Vaughn, Wash., operated with about 20 part-time staff and volunteers; developed, implemented and oversaw editorial content, budget, policies and operations; reported to a five-member advisory board; mentored, supervised and trained volunteers; hired and supervised part-time paid staff; served as the main contact and spokesperson for the organization; wrote monthly editorials and news content; won several journalism and professional awards while on staff
- √ Seattle News Fax editor (2001-2006)
 - Produced editorial copy and copy edited a summary-style newspaper published five times a week
- √ Peninsula Gateway reporter (2000-2001)
 - Covered beat news for a weekly community newspaper in Gig Harbor, Wash.; won state journalism awards after being on staff only for a few months
- √ KTUU-TV MSNBC website producer (1999-2000)
 - Produced editorial content from television newscasts for the MSNBC website of the Anchorage, Alaska NBC affiliate
- √ The Northern Light editor-in-chief (1999-2000)
 - Managed the weekly student-produced newspaper at University of Alaska Anchorage