

Rebecca Landwehr Olgeirson

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More than 12 years reporting experience with Colorado's largest consumer magazine, *5280 Magazine*, and Denver's weekly business paper, *The Denver Business Journal*. Reported on topics such as personality profiles, business, dining, culture, travel, recreation and the arts. Currently freelancing for clients including *The Denver Post*, the University of Denver Daniels College of Business, *lore Magazine*, and *Aspen Peak* magazine.

Professional Experience:

Freelance Writer/Editor

November 2005 – Present

- Produced copy for editorial and commercial clients ranging from feature-length news pieces to website marketing materials. Areas of expertise include: personality profiles; food/dining; health and wellness; real estate; children and family; beauty and fitness.

5280 Publishing Inc., Denver, CO

June 2000 – November 2005

5280 Magazine

Senior Editor

- Wrote cover stories, feature-length profiles and comprehensive service packages, playing a major role in the growth of the magazine from an average 140-page book in 2000 to a 200-page publication in 2005.
- Served as primary editor of a major front-of-the book section, *Atmosphere*. Assigned and edited all copy, managed freelance writers and staff reporters and consistently produced a timely section under tight deadlines. Collaborated closely with the Art Department on layout and design, including involvement in a complete redesign.
- Edited three to five feature-length packages annually, assigning, editing, and contributing writing to all elements of these stories including Denver's Most Powerful People, Denver's Best Schools, and Denver Real Estate.
- Contributed as a staff writer to *5280's* news, food, travel, business, outdoor recreation and shopping stories in each issue.
- Represented and promoted *5280* at speaking events, television appearances and radio interviews.

The Denver Business Journal, Denver, CO

September 1997 – June 2000

Reporter

- Reported and wrote local business stories under tight deadlines in Denver's competitive news environment.
- Covered Denver's high-tech and Internet communities, the retail sector, and the local restaurant scene.
- Wrote two monthly columns concerning local trends and business leaders.
- Worked with staff photographer and the Art Department to produce effective graphics to accompany complicated stories.

Research Director

January 1996 – September 1997

- Reported, wrote, and delivered twice daily business-news updates for KVOB Radio.
- Maintained a database of essential financial statistics for more than 10,000 Colorado businesses published in the DBJ's weekly Top 25 Lists and its annual Book of Lists.

Research Assistant

October 1995 – January 1996

- Collected data from local and national sources addressing real estate, financial markets, and retail statistics to ensure the accuracy of all information reported.

Intern

January 1995 – May 1995

- Published small-business stories and assisted the news department in any facet needed.

Education:

University of Colorado at Boulder

B.S. in Journalism with an emphasis in News/Editorial