

# LEAH CARROLL

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## PROFESSIONAL EXPERIENCE

*Deputy Editor, BBC Business Features, **BBC.com**, New York, NY, December 2022 - Present*

- Edit, assign, and write features and responsive pieces about global business, finance, and work trends
- Maintain large network of freelance writers and expert sources
- Formalize and administer best practices for optimizing headlines and art
- Work collaboratively across teams to ideate new franchises and tent poles while maintaining a robust vertical-specific editorial calendar

*Editor, **Morning Brew**, New York, NY, May 2022 - November, 2022*

- Edited and assigned service journalism for three newsletter sends weekly of the work/life focused newsletter, overseeing two full-time writers
- Crafted and implemented tools for editorial workflow, and created a series of recurring features and editorial tent poles

*Associate Editor, **NBC Universal/Oxygen.com**, New York, NY, April 2021 - May 2022*

- Edit, assign, and write breaking crime news and features pegged to true crime content on the linear network; Maintained editorial calendar, crafted editorial plans around tent poles and cross platform coverage
- Cultivated relationships with freelance writers and regularly mentored writers to ensure best editorial practices

*Freelance Writer, Editor, and Researcher, New York, NY, August 2009 – December 2021*

- Author of the researched and reported memoir **Down City: A Daughter's Story of Love, Memory, and Murder**, recipient of the Barnes and Noble Discovery Award
- Freelance writing in *The New York Times*, *VICE*, *The Atlantic*, *Business Insider*, *Oprah Magazine*, *Billboard*, *Vulture*, *Bustle*

*Culture and News Writer/Editor, **Refinery29**, New York, NY, August 2016 – May 2020*

- Wrote and edited breaking news. Established true crime coverage on the site. Oversaw books coverage on site. Collaborated with executive editors, design, and photo teams to conceive and execute editorial packages
- Formalized the editorial process for news and features. Recruited and edited freelance and staff features

## SKILLS

As an experienced archival researcher I am familiar with ProQuest, Westlaw, LexisNexis, and Getty Images. Experienced with multiple CMS platforms, Google Analytics, Sailthru, Photoshop, Proficient in AP style.

## EDUCATION

Columbia University, New York, NY. Coursework toward a Master of Fine Arts in Nonfiction, 2008  
University of Florida, Gainesville, FL. Master of Fine Arts, Fiction, 2005-2007  
Emerson College, Boston, MA. Bachelor of Arts, Writing, Literature and Publishing, 2001-2004