

Locke Peterseim

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Education

**The University of Iowa
Iowa City, IA. Aug. 1992.**

Master in the Art of
Teaching degree.
GPA: 3.63/4.00.

**The University of Iowa
Iowa City, IA. Dec. 1988.**

BAs in English and
Communication Studies
(film), Journalism minor.
GPA: 3.58/4.00.

**American Institute for
Foreign Study,
University of London.
Fall 1986.**

Organizations and Awards

- **Board of
Directors, Chicago
Film Critics
Association;**
member since
2009.
- **Member, Online
Film Critics
Society, since
2011.**
- **National
Endowment for
the Humanities,
Secondary School
Teachers' Summer
Seminar, 1995.**
- **Iowa Newspaper
Foundation,
Second Place
Award—Master
Columnist, 1992.**
- **Women in
Communication,
Award of Merit—
Column Writing,
1991**
- **Rolling Stone's
14th Annual
College
Journalism
Competition,
Semifinalist, 1988.**
- **Society of
Professional
Journalists, Third
Place Award—
Column Writing,
1988.**
- **Member, Phi Beta
Kappa, since 1987.**

Freelance copywriting and content strategy

Razorfish, Chicago, IL. Aug. 2007—June 2014. Provided content strategy and copywriting (including content marketing and social media) for State Farm, Intel, Follett, Capri Sun, Kellogg's, BlackBerry, National City Bank, Kraft's kids products, and Chips Ahoy.

Digitas, Chicago, IL. Oct. 2008 Wrote product descriptions and headlines for KitchenAid.

Orbitz.com, Chicago, IL. Aug. 2007—July 2008. Wrote online and e-mail copy descriptions for special travel destinations.

Aquarium/McCormick, Des Moines, IA. Nov. 2007. Brainstormed marketing and promotional ideas for Dove Chocolate.

Bally Total Fitness, Chicago, IL. Nov. 2006—July 2007. Wrote, copyedited, and proofed retail marketing materials, including e-mails, signage, and print ads.

ARC/Semaphore Partners, Chicago, IL. April 2003—Oct. 2004. Wrote and edited online copy and e-mails for Purina's Beneful and Friskies and for GM Goodwrench.

Freelance writing and editing

Redbox's Redblog, Oak Brook, IL. March 2008—Dec. 2011. Wrote daily film reviews, news, and columns for editorial/marketing film blog. Provided social-media messaging and customer-service monitoring on Facebook and Twitter.

WGN 720, Chicago, IL and KPAM 860, Portland, OR. Oct. 2009—present. Provided film reviews and commentary during live radio shows.

Magill's Cinema Annual, Farmington Hills, MI. Oct. 2009—present. Wrote film reviews for The Gale Group's printed film reference.

Radiological Society of North America, Oak Brook, IL. April 2006—Aug. 2008. Wrote news articles on a variety of topics for the *RSNA News*.

Legacy.com, Evanston, IL. Dec. 2007—June 2008. Helped create new editorial content ideas. Wrote profiles and biographies.

The Washington Post, Washington D.C., Nov. 2004. Wrote film column.

ESPN.com, Bristol, CT. Aug. 2001—Feb. 2002. Wrote "The Annotated Dennis Miller" for ESPN.com and the *Monday Night Football* website and "Closer Look" columns for Page 2.

Paramount Pictures, Hollywood, CA. Jan. 2001—Feb. 2002. Wrote historical background pieces for the *Enemy at the Gates* and *We Were Soldiers* film websites.

Freelance educational writing and editing

McDougal Littell, Evanston, IL. Jan. 2003—July 2007. Edited series of online interactive geography and history maps. Wrote secondary social studies lecture notes, and weekly current events quiz. Fact-checked language arts and history textbooks.

Quarasan, Chicago, IL. July 2004—Aug. 2006. Wrote and edited a new line of elementary social studies textbooks, including student and teacher material.

Words & Numbers, Baltimore, MD. March 2005—Aug. 2005. Created fiction and non-fiction elementary reading pieces. Wrote secondary-level history quizzes.

Rand McNally, Skokie, IL. Nov. 2004—April 2005. Wrote articles for middle-school readers. Created world geography quiz questions.

Encyclopaedia Britannica, Chicago, IL. Sept. 1997—Dec 2002.

BritannicaSchool senior editor. March 2001—Dec. 2002. Managed *Web Passport* workbook line. Wrote and edited activities and oversaw design and printing of books.

Britannica.com online editor. Feb. 2000—Feb. 2001. Wrote and edited the Arts and Entertainment pages, including a historical-background film column.

Copy-editor and fact-checker. Sept. 1997—Jan. 2000.

West High School, Iowa City, IA. Aug. 1992—Aug. 1997

Secondary language arts teacher. Taught language arts, writing, and video production.