

Henry Duerr

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Utilizing an interdisciplinary background in education & leadership with writing & editorial skills to help your team best achieve its goals. Works best in a dynamic & collaborative team environment. Excels at conflict resolution, with a focus on CX satisfaction.

Work Experience

Client Sales Planner, *Locality*

August 2022-Present

- Responsible for ensuring that over \$750,000 of advertising revenue for location based marketing billed annually
- Provided assistance to deliver on negotiated customer pricing and maintain account integrity
- Provided operational support to allow field sales to exceed targets and deliver a delightful customer experience
- Utilized my extensive writing skills to provide clear, concise communications to internal and external customers
- Worked at speed to supervise time sensitive project deadlines during peak political season
- Resolved billing and traffic discrepancies for clients on a deadline via exemplary personal communication skills
- Attended field marketing events to better develop business relationships with potential clients.

Editor in Chief/Managing Editor, *The Herald*

Geneva, NY Fall 2017- Spring 2021

- Researched and wrote original stories and investigations, set meeting agendas and story budget for print and web
- Grew our news team from less than a dozen to over 40 journalists with a focus on building editorial structure
- Generated tenfold increase in web views between 2020-2021 when we redesigned our page and the print edition

Researcher, Producer and Host, *Seneca Scene Podcast*

February 2019 – May 2019

- Praised by Bill Whitaker of *60 Minutes*, the *Tommy the Traveler* series explores the civil unrest, student riots, and the FBI of the 1970's
- Independently conducted interviews, archival research, and investigations combining eye-witness experience, classified documents, and published accounts to create a never before heard global narrative
- Worked on additional podcast episodes and interviews outside the series

Freelance Features

- *Andover Townsman*: Independently reported and investigated breaking local news in AP style Summer 2020
- *HuffPost*: Wrote an opinion editorial that was featured on *HuffPost's* website 2017

Writing Colleague

Fall 2018- Spring 2020

- Specifically chosen for this role, I coordinated and coached over 30 underclassmen simultaneously to perform individual high level editorial work with a focus on global revisions and excellence in prose
- Managed dynamic scheduling and administrative tasks for the program while liaising with university leadership

Relevant Skills

Computer: Microsoft Office Suite (highly skilled in Excel); Darwin, Medialine, WordPress; InDesign; Google Workspace

Journalistic: Organizing and executing a story budget for multiple reporters, copyediting to AP Style, interviewing and research, writing on a deadline, SEO Content writing

Previous Employment

- Sales Manager: Tech Department at Staples North Andover January 2022- August 2022
Managed sales team to reach weekly department goals such as gross sales and NPS. Oversaw cash management while also ensuring my department had the tools needed to thrive. Managed customer service complaints to reach a positive customer experience.
- Student Officer: Outdoor Recreation and Adventure Program Geneva, NY Sept 2018- May 2021
Organized and lead outdoor trips, created visual content and marketing for social media, orchestrated program development and growth via events and fundraising

Education and Honors

Hobart College and William Smith Colleges, Geneva, NY

May 2021

Bachelor's of Arts in Writing and Rhetoric (Concentration in Journalism & Professional Writing)

Minor: English

Global Citizen Year Alumnus

Tarqui; Ecuador, 2017