

RONNI WILDE (aka 'Ronni Ross')

<https://www.ronniwilde.com>

RWildePR@gmail.com / (818) 419-7089 (c/t)

SKILLS

- Writing/Reporting
- Editing/Copy Editing
- Proofreading
- Layout/Design
- Blogging
- Newsletters (print and online)
- Website/Online Content
- Corporate Communications
- Resumes/Professional Bios
- Public Relations/Publicity
- Grant Writing
- Book Editing
- Art Direction/Photo Shoots
- Fact-Checking/Research
- Advertising Sales/Ad Design

TOOLS

- Adobe InDesign
- Keap Automated Mail System
- Google Docs, MS Word, Libre Office
- Outlook
- Fully Functional Home Office
- Photoshop
- Website Content Updates
- Google Analytics/GA4
- WordPress
- Social Media
- AP Style

AREAS OF EXPERTISE

- Fitness/Recreation (Running, Skiing, Backpacking/Hiking)
- Business Journalism
- Lifestyle
- Career Change/Job Search
- Beauty/Wellness/Spa
- Religion/Bible Knowledge
- Home Owners Assoc./Real Estate
- Parenting

EDUCATION

B.A., Journalism
University of Southern California

References Available Upon Request

CAREER HIGHLIGHTS

Freelance Writing, Reporting, Editing, Communications

- Perform tasks such as writing/reporting, copy editing, online content, layout and design, proofreading, blogging, newsletters, website content, PR/Publicity, interviewing and other services as needed for clients

Communications Manager

Pine Mountain Club Property Owners' Assn., (So. Cal)
Nov. 2005-May 2024 (Freelance Contractor/Consultant)

- Editor of 16-page monthly newsletter ("The Condor")
- Editor of association's website (www.pinemountainclub.net)
- Created all monthly calendars and bulletins
- Handled daily member communications, and worked closely with the association's Board of Directors, staff and several committees

Marketing Specialist/Newsletter Editor (20 hrs per wk)

Mac's List, Portland OR — March 2022-Jan. 8, 2026

- Create weekly online New Jobs newsletter and monthly online Employer newsletter from start to finish
- Oversee macslist.org website
- Perform marketing duties as needed, including SEO, sales funnels, monthly metrics reports and creation of online content

Reporter/Assistant Editor (Part time)

Cascade Business News, Bend, OR — Sept. 2019-March 2022

- Wrote cover stories, business features and profiles, attended and reported on events in community
- In charge of three weekly online e-blast publications
- Edited freelancer's stories and press releases
- Proofread entire newspaper

Freelance Writing Team

Bend Bulletin Newspaper, Bend, OR — May 2016-June 2017

- Wrote numerous feature stories for newspaper on wide range of topics, including fitness, recreation, lifestyle, health and wellness, real estate, profiles, community events, non-profits and more.

West Coast Editor

Vance Publishing (Chicago) — 1998-2006 (Telecommuter)

- West Coast editor of Modern Salon magazine (trade publication for professional beauty industry)
- Wrote cover/feature stories, copy edited submitted articles, served as art director for numerous style and cover photo shoots; attended/reported on beauty events all over U.S. and internationally; worked with public relations professionals on daily basis.

Copy Editor

Daily Variety, Los Angeles — 1997-1998

- Copy editor of the daily newspaper, working under tight evening deadlines. Edited stories, wrote headlines, worked with reporters.
- Served as layout editor on regular basis, working under exceptionally tight nightly deadlines. Laid out entire publication.

Reporter, Copy Editor, Layout Editor

Los Angeles Daily News — 1989-1997

- Full-time feature writing, copy editing, section planning, fact-checking, proofreading, headline writing, layout design, computerized pagination and management of other staff members.
- Served as a regular columnist for the "Outside" section of the paper, writing primarily about running.

Athletic Resume

Trail Runner

I have been a recreational trail runner for most of my life. I started running cross country in high school, and continue to run at least 24 miles per week.

- I run an average of 4 times per week, 5-6 miles per run and sometimes 9-10 miles, on trails throughout Central Oregon, and on fireroads and trails near my home.

Alpine Skier

Pass holder at Mt. Bachelor ski area in Bend, OR 2014-Present

- I revisited downhill skiing in 2014 after a 30-year hiatus, and am now a double-black diamond Alpine skier, skiing as many as 40 days in a season. I ski every part of Mt. Bachelor.

Backpacker

I started backpacking in 2017, and fell in love with it!

- In 2019, I completed a 100-mile solo section hike of the Pacific Crest Trail from Willamette Pass, OR to Santiam Pass, OR. It is my dream to thru-hike this trail!
- In 2017-2019, I completed many backpacking treks of 1-2 nights with distances of about 20 miles each.

Hiker/Snowshoer

I started avid hiking in 2016, and now also snowshoe

- I enjoy day hikes/snowshoe treks of 8-18 miles throughout Central Oregon, including hikes in the Three Sisters, Broken Top and Three Fingered Jack Wilderness Areas, on the Pacific Crest Trail, around Mt. Hood and on other local trails.
 - Active member, Central Oregon Trailheads Meetup Group

Ultrarunner, 1995-2019

Participated in at least 50 ultramarathons ranging in distance from 50-K (31 miles) to 100 miles

Female Winner, Southern CA Ultramarathon Grand Prix Series, 1996

3rd Female Overall Southern CA Ultramarathon Grand Prix Series, 1999

A few race highlights:

- Angeles Crest 100-mile race finisher; ran from Wrightwood to Pasadena, CA through the San Gabriel mountains
- Western States 100-mile race finisher; Squaw Valley (now called Palisades Tahoe) to Auburn, CA
 - Numerous 50-mile races, including Leona Divide 50 5 times and San Juan Trail 50 3 times
 - Five-time finisher of High Desert 50-K Race in Ridgecrest, CA
 - Age-group winner, Skyline 50-K Race in Bend, OR, 2015
 - Age-group winner, Hauling Aspen Trail Marathon, 2017

Adventure Racer, 1995-1999

Participated in several multi-event adventure races ranging from 1-3 days in length.

- Race highlight:** Eco Challenge Race, 36-hour event in the Santa Monica Mountains of Southern CA. Race included orienteering, 20-mile ocean kayak, mountain biking, hiking, rock climbing (rapelling and Tyrolean Traverse).

Marathon Runner, 1991-1998

- 5-time finisher Los Angeles marathon (3:30 average finish time)