

Corinne “Coco” Lederhouse

(630) 589-7523 ♦ lederhouse19@gmail.com ♦ linkedin.com/in/corinnelederhouse

Highly skilled and versatile writer in a variety of editorial forums, including web-based and social media copy, press releases, fact sheets, educational resources, speeches and print publications. Experienced in and passionate about translating complex medical and scientific topics into consumer-friendly language. This detail-oriented media relations and communications professional (who is a self-proclaimed “AP Style superfan”!) is seeking to join a dynamic communications team in an encouraging and vibrant workplace.

EXPERIENCE

American Veterinary Medical Association

News Reporter

Schaumburg, IL

October 2022 – September 2024

- Conducted interviews and performed research to develop news articles and other content
- Wrote and revised news articles following Associated Press style
- Generated story leads by developing sources with other veterinary stakeholders including related associations, governmental agencies, academic institutions, and industry
- Worked collaboratively and coordinated with internal staff subject matter experts to collaborate on article development, identify sources, and gain insights regarding AVMA policies and positions related to the topic
- Sourced photographs, video, and other graphics to illustrate news articles
- Wrote LinkedIn posts from AVMA account about monthly stories

PAWS Chicago

Media Relations Manager

Chicago, IL

March 2022 – October 2022

- Implemented earned media strategies and tactics that help promote PAWS Chicago's mission, adoptions and program successes
- Managed related campaigns from concept through execution, provide content creation and writing support
- Developed and pitch press releases promoting PAWS Chicago's community outreach programs, special events and other mission-based promotions, emergency responses, and initiatives while working with key staff partners to ensure cross-promotion and consistent key messaging
- Wrote talking points for media opportunities, events and speaking engagements
- Created post-event media recaps for signature events, adoption events, and media stories

American Academy of Sleep Medicine

Communications Coordinator

Darien, IL

March 2017 – March 2022

- Coordinated media interviews with national AASM spokespersons and prepared talking points for outlets like The Wall Street Journal, USA Today, The New York Times, Refinery29, Health.com
- Wrote and distributed monthly press releases for Journal of Clinical Sleep Medicine and AASM
- Monitored media coverage of interviews and press releases via Cision and Trendkite
- Developed daily Twitter and Facebook content and prepared monthly metric reports
- Contributed regular blog posts to the Sleep Education website and edited fact sheets
- Created and maintained multiple websites and accompanying content using WordPress

EDUCATION

Pepperdine University

Seaver College

Cum Laude

Major: Public Relations, Minor: Religion

Malibu, CA

Fall 2012 – Spring 2016