



**Laura Keeley**

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## EDUCATION

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- Duke University** **Durham, NC** **Graduation: May 2011**
- B.A., *cum laude* in English and Spanish (certificate in Policy Journalism and Media Studies)
  - GPA: 3.71/4.0, English Major GPA 3.93/4.0 (Dean's list Spring 2009, 2010, 2011 and Fall 2010)
- University of Oxford, Study Abroad** **Oxford, England** **Summer 2009**
- Universidad CEU San Pablo, Study Abroad** **Madrid, Spain** **Fall 2009**
- Authored a bimonthly opinion column linking European traditions with news and events at Duke.

## MEDIA EXPERIENCE

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- Bloomberg L.P., News Intern – Finance Team** **New York, NY** **June-August 2010**  
*Investing Team* **Boston, MA** **June-August 2011**
- Covered financial services, including Wall Street banks, tax preparation firms and new financial regulation.
  - Earned about 100 bylines and contribution credits on stories such as stock movers and earnings reports.
  - Broke several stories and produced two market-moving articles that lifted stock prices by at least 5 percent.
  - Awarded two Best of Week designations for stories on pending legislation and Citigroup preferred stock.
- Poynter Institute for Media Studies, College Fellow** **St. Petersburg, FL** **May 2010**
- Participated in seminars, many on web and multimedia topics, led by Poynter faculty and other professionals.
  - Built website, complete with video, graphic map and print piece for final project.
- Duke Chronicle, Sports Features Editor (May 2010-present)** **Durham, NC** **September 2007-present**
- Serve as football and basketball beat reporter, producing print and web content including live blogs of games.
  - Design graphics, shoot photos, copyedit the work of staff members and mentor younger writers.
  - Interview numerous well-known athletic figures such as Olympic gold medalist Mike Krzyzewski.
- Towerview Magazine, Associate Editor** **Durham, NC** **April 2010-present**
- Write in-depth, magazine-style features on pertinent issues to student life and to the greater Durham area.
- Duke Writing Studio, Undergraduate Writing Tutor** **Durham, NC** **January 2009-present**
- Pittsburgh Post-Gazette, Summer Reporter Intern** **Pittsburgh, PA** **May-June 2009**
- Reported on-deadline stories and breaking news pieces on all levels of sports.
  - Pitched original story ideas, including several pieces on the Super Bowl champion Pittsburgh Steelers.
- Carteret County News-Times, Summer Reporter Intern** **Morehead City, NC** **May-August 2008**
- Interviewed subjects on sensitive matters including cancer recovery, difficulty assimilating to American academic life and coping with paralysis after a bike injury.
  - Shot photos for several stories that ran in print and online.
- Allegheny Intermediate Unit, Broadcast Journalism Apprentice** **Pittsburgh, PA** **January-June 2005**

## SKILLS

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- Proficient in Spanish speaking, writing and comprehension
- Wordpress, Adobe InDesign, Photoshop and Illustrator and basic Final Cut Pro