



Leigh Helen Isaacson

<http://LeighIsaacson.yolasite.com/>

c) 504-430-5449

LeighIsaacson@gmail.com

t) @Leigh_Isaacson

I am the Regional Director of a large nonprofit, a Co-Founder and CEO of a tech start-up, an instructor at Tulane University, and a student pilot. I'm passionate, curious and always learning.

Experience

SOUTHEAST REGIONAL DIRECTOR, COASTAL CONSERVATION ASSOCIATION OF LOUISIANA; 2015 – PRESENT

I steer growth and development of the Coastal Conservation Association of Louisiana's New Orleans region through membership growth, fundraising and outreach. By continuously networking and negotiating, planning and organizing, I execute many long-term and short-term projects simultaneously while also recruiting and training volunteers, fostering business relationships and sponsorships, and researching new technologies to benefit the nonprofit organization and its conservation projects. I budget, manage and organize more than 10 major fundraising events annually and develop strong working relationships with political, business and community leaders. I have secured sponsorships up to \$10,000 and helped grow membership statewide to 24,000 people.

CO-FOUNDER and CEO, FETCH - THE DOG PERSON'S DATING APP; JUNE 2017 - PRESENT.

WWW.FETCH-APP.CO

Fetch is an iOS mobile dating app for dog owners and dog lovers, which will launch in January of 2018. As Co-Founder and CEO of the start-up company, I am in charge of fundraising, management, investor relations, daily operations, business partner acquisition, financials, long-term marketing strategies, social media campaigns, and monthly active user growth. Fetch is part of the IdeaX Accelerator Program through Idea Village in New Orleans.

REPORTER, WVUE-TV FOX 8 NEWS; NEW ORLEANS, LA - 2013 – 2015

As a TV reporter for WVUE-TV Fox 8 News, I performed investigations for long-format productions while also developing and producing daily stories. In the competitive and high-intensity environment, I met hourly deadlines for a variety of different managers, platforms and projects. My responsibilities beyond on-air reporting included:

- Managing daily production team including photographer, editor and producer
- Shooting supplemental video for action-based stories
- Analyzing web audience trends & pushing content across social media platforms
- Promoting the station's brand and programs through digital and social media
- Serving as a 24/7 representative of our company at community events
- I was honored with an investigative reporting award by the New Orleans Press Club in 2013.

REPORTER, WSYR-TV NEWS CHANNEL 9; SYRACUSE, NY – 2011 - 2013

In the fast-paced world of ABC local evening news, I excelled at creating sources, maintaining relationships, and organizing both long and short term projects. Daily, I developed, wrote and produced up to three on-air stories as well as their web content counter-parts for 5pm, 5:30pm & 6pm newscasts while also investigating local politics and the education system. I was Honored as Investigative Reporter of the Year in 2013 by the Syracuse Press Club

REPORTER and NATIONAL ASSEMBLY ELECTION PRODUCER, ONE AFRICA TELEVISION; WINDHOEK, NAMIBIA – 2009

I created packages for nightly newscasts, and I was the producer for the National Assembly election coverage (presidential elections) for a segment called "Election Check-In." Just 20 years after the end of Apartheid in Namibia, most of our stories covered volatile economic disparities, racial relations and fierce politics. One Africa Television was a private station that attempted to rival the propaganda of the state's national news station. One Africa TV shut down in 2016.

Education

Master's in Homeland Security and Emergency Response Management: Tulane University, New Orleans, LA – 2014 - 2017. 3.967 GPA. 2017 Tulane 34 Award recipient. 2016 Jeremy Scott McGuire Scholarship recipient.

Bachelor's in Broadcast Journalism, minor in Geography: Syracuse University, Syracuse, NY 2007 - 2011. Magna Cum Laude. 3.8 GPA

High School distinction in history: Beaver Country Day School, Chestnut Hill, MA 2004 - 2007. Cum Laude.

Certifications

PADI Advanced Open Water Scuba Diving, Enriched Air Diver

FEMA: Introduction to NIMS

FEMA: Introduction to Incident Command System

FEMA: COOP Awareness

FEMA: COOP Manager

FEMA: Devolution Planning

FEMA: Introduction to Continuity of Operations

FEMA: National Infrastructure Protection Plan

FEMA: Critical Infrastructure Support Annex

FEMA: Introduction to National Response Framework

FEMA: An Introduction to Exercises

FEMA: Fundamentals of Emergency Management

FEMA: Emergency Planning

FEMA: Leadership and Influence

FEMA: Decision Making and Problem Solving

FEMA: Effective Communication

FEMA: Developing and Managing Volunteers

FEMA: ICS for Single Resources and Initial Action Incident

FEMA: National Incident Management System (NIMS) An Introduction

FEMA: National Response Framework, An Introduction

Technical Skills

- Associated Press Writing Style
- Avid News Cutter
- Final Cut Pro
- Microsoft Excel and Access
- Lexis-Nexis
- Shoot Sony V1U, Sony JVC, Panasonic DVX, and GoPro
- Guidestar
- AP Wires
- ENPS
- Requesting Public Records and FOIA
- Web Writing
- Strong Knowledge of Journalistic Ethics and Law
- GiveSmart Technologies
- Shopify
- A/B Testing
- Social Media