



JOHANNA LEGGATT

Journalist & Editor

EDUCATION

- Master of Arts (University of Qld)
- Bachelor of Communications (Bond University), scholarship degree majoring in journalism

WHAT I DO

- Interview clients, stakeholders, and management.
- Ghost-write articles and thought leadership
- Write news pieces and features
- Craft headlines and edit pieces.
- Pitch topical story ideas

SKILLS

- Shorthand speed of 120 wpm
- Proficient in project management
- Subject matter expert in property, business and careers.
- Strong InDesign, Microsoft skills
- Adept at various CMS.

CONTACT DETAILS

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Background: Queensland-raised,
Melbourne-based.

EMPLOYMENT HISTORY

KPMG News and Communications

JOURNALIST, EDITOR 2021 - PRESENT

I interview policy experts and write news pieces on the topical issues of the day - whether it be property, business, or careers - for KPMG Australia's internal newswire of 10,000 employees.

Self-employed

JOURNALIST, WRITER 2015-2021

*I wrote case studies and articles, re-wrote web copy and edited a range of content for a number of professional services clients, including **KordaMentha Property, CPA Australia and Chartered Accountants**. My freelance journalism also appeared in **SBS, News.com.au, The Sunday Age, The Sydney Morning Herald, The Australian, and The Guardian**, among others.*

The Herald and Weekly Times Group

SECTION EDITOR, SUB-EDITOR 2008-2014

- Part-time newspaper sub-editor for Melbourne's *The Sunday Herald Sun* from 2008 to 2010.
- Editor of *Country Living* and lift-out in *The Weekly Times* from 2010 to 2014, where I redesigned the section, commissioned freelancers, managed an in-house journalist and liaised closely with commercial staff, photographers and designers.

Fleet Street, UK: The Guardian, The Telegraph

ONLINE HEALTH EDITOR + ONLINE SUB-EDITOR 2006-2008

- Edited the digital health section for London's *Daily Telegraph*, which involved commissioning freelancers to write health pieces, as well as monitoring web traffic, crafting stories to attract new readers, processing images and video, and editing blogs.
- Worked casually as an online editor on *The Guardian's* news and features sections in London, which involved writing SEO-friendly headlines, editing web copy and updating online channel pages.

Australian Associated Press

COURT REPORTER, FINANCE DESK 2003-2006

- Posted to the Brisbane bureau, I covered crimes and court cases.
- Covered breaking news for AAP, and worked on the business desk.

The Sun-Herald

FAIRFAX NATIONAL TRAINEESHIP 1999-2003

- Selected from thousands of applicants for the Fairfax Traineeship graduate program, where I worked in Sydney as a news, features, finance and sports journalist for *The Sun-Herald*, the Sunday paper of *The Sydney Morning Herald*.

The Gold Coast Bulletin/University Scholarship

UNIVERSITY STUDENT/CADET JOURNALIST 1996-1999

- Awarded the *John Burton Cadetship Scholarship* in journalism, which allowed me to study journalism on the job at *The Gold Coast Bulletin*, while completing studies at Bond University.
- Finalist for NewsCorp National Cadet of the Year.