

# Brendan Wiesner

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## Summary

I am an experienced writer, editor, researcher and media professional. I was born and raised in Michigan and have a passion for perfecting my communication skills and professional relationships.

I have experience in journalism, copy editing, AI assisted content review and legal content accuracy. I am skilled in researching complex topics, writing and editing under deadlines, fact checking, coordinating with team members and improving accuracy and clarity.

## Work Experience

### Michigan Legal Center – Writer and Copy Editor

White Lake, Michigan | May 2026 – Present

As a writer and editor for Michigan Legal Center: The Law Offices of Christopher Trainor and Associates, I create and edit more than ten pages of written content a day.

My job is to research and verify complicated legal issues to ensure that we are always presenting content that is 100% accurate and professional. Much of my job involves editing content for all types of marketing material.

- Write and edit in-depth legal guides, breaking news content, summarized case results, personal bios, informational website pages and other marketing material.
- Edit, create and fact-check AI and other written content to ensure legal accuracy, clarity, grammar readability, style, tone, voice and accessibility to readers.
- Develop and program AI agents to improve legal accuracy, style, grammar and readability.
- Optimize content for SEO, AEO, GEO and long-tail searches.
- Create and coordinate image and video content intended for social media, website pages and google news feed.
- Track post performance and ensure content is properly indexed and searchable online.
- Collaborate with team members on social media content creation, website design, brand development and marketing strategy.

## **Soo Evening News – News Reporter**

Sault Ste. Marie, Michigan | March 2022 – October 2025

Worked as a reporter for the Soo Evening News, a Gannett publication, covering a wide range of topics including breaking news, local government, education, business, and community issues.

- Develop story ideas and determine newsworthiness.
- Research topics through interviews and online sources.
- Write, edit and publish articles under tight deadlines.
- Conduct thorough interviews with and maintain relationships with community sources.
- Produce content of every type including profiles, breaking news stories, government coverage and feature articles.

## **Central Michigan Life – Web Editor / Beat Reporter**

Mount Pleasant, Michigan | September 2018 – December 2021

Served as both a web editor and beat reporter for Central Michigan Life, producing written content while supporting digital publication and audience engagement efforts.

- Create and develop story ideas on a weekly basis.
- Research, interview sources, and write articles for print and online publication.
- Write using Associated Press style.
- Attend and report on meetings of the CMU Academic Senate.
- Compile and interpret social media analytics reports.
- Monitor website and social media performance.
- Provide technical support related to digital publishing platforms.
- Use analytics data to inform content creation strategies.

## **Education**

Central Michigan University | Graduated December 2021

Bachelor of Science in Journalism, Minor in Philosophy, certificate in logic and reasoning

Howell High School | Graduated June 2016

Varsity Wrestling Team (2011–2015)