

## MICHELE W. BERGER

*Bergerjournalist.com*

### Profile

Writer and editor with nearly 15 years of experience, including nine in leadership roles and five in magazine publishing. Master's degree from Columbia University Graduate School of Journalism.

### Experience

#### **University of Pennsylvania**, Philadelphia, PA

Science News Officer, September 2015 – Present

- Manage coverage of scientific research from 12 university departments, which includes writing news articles, features and releases. Secured placements in *The New York Times*, *The Washington Post*, *Scientific American* and other publications.
- Oversee intern and edit articles within applicable beats.

#### **Freelance Writer and Editor**, Philadelphia, PA

June 2008 – Present

- Write and fact-check for publications including *Edible Philly*, NPR's StateImpact PA, *Audubon* magazine, *GROW* magazine, *ScienceFriday.com*, *Forbes.com* and *HealthLeaders Magazine*.
- Edit and copy edit specialty books such as cookbooks and how-to guides. To date have edited 14, including a book about family health and fitness and two about backyard chickens.

#### **The Weather Channel/weather.com**, New York, NY/Philadelphia, PA

Science and Environment Editor, June 2013 – August 2015

- Ran two verticals, assigning, editing and writing news articles and features, and working with freelancers on assignments.
- Monitored section traffic daily; vertical traffic increased more than 10% in one year.
- Managed Associate Science Editor until December 2014, when position was eliminated.

#### **Audubon magazine**, New York, NY

Associate Editor/Social Media Manager, 2011 – 2013; Assistant Editor, 2009 – 2011

- Shaped brand direction and voice as key member of six-person editorial team.
- Ran a front-of-book department, editing six articles and writing three others. Assigned and edited website pieces and contributed several blog posts weekly.
- Oversaw magazine's fact-checking process, plus checked features and departments.

#### **HealthLeaders Media**, Danvers, MA

Executive Editor, October 2002 – November 2007

- Received four promotions at this small healthcare publisher. Lead two divisions, managed eight editors, oversaw six product lines and set division financial goals.

### Education

#### **Columbia University Graduate School of Journalism**, 2008

Master of Science in Journalism

Magazine concentration with digital media coursework. Copy chief of school's *New York Review of Magazines*. Honors on Master's thesis and in Critical Issues in Journalism course.

#### **Brandeis University**, 2002

Bachelor of Arts in American Studies

Minor in Journalism. Graduated cum laude. Dean's List five consecutive semesters.

### Skills/Honors

- **Honors:** 2015 Deadline Club Finalist; 2015 Webby Honoree; 2015 EPPY Award finalist; 2012 Fellow, Metcalf Institute for Marine & Environmental Reporting; 2003 HCPRO Editorial Rookie of the Year
- **Associations:** Society of Environmental Journalists, National Association of Science Writers
- **Technology:** Audacity, Drupal, InCopy/InDesign, Photoshop, Photo Mechanic, WordPress
- **Social media:** Facebook, Flickr, Hootsuite, Pinterest, Tumblr, Twitter

### Contact

Merion Station, PA • [michelewberger@gmail.com](mailto:michelewberger@gmail.com) • (201) 819-0465