

MICHELE W. BERGER

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Profile

Writer and editor with 15 years of experience in science- and medicine-related communications and journalism. Master's degree from Columbia School of Journalism.

Experience

University of Pennsylvania, Philadelphia, PA

Science News Officer, September 2015 – Present

- Create content including news releases, features, and Q&As, about research from Penn Medicine, Penn Nursing, and eight School of Arts and Sciences departments.
- Edit content produced by other science news officers/news officers and science intern.
- Conduct media outreach leading to high-level placements in outlets like *The New York Times*, *Washington Post*, and others. Accompany journalists on video shoots and interviews.
- Contribute to research-focused social media channels.
- Chair the One Health group, a University-wide communications group that conducts social media campaigns, runs events such as media training for researchers, and hosts a website.

Freelance Writer and Editor, Philadelphia, PA

June 2008 – Present

- Write and fact-check for *Scientific American*, *Science Friday*, *Audubon*, *Edible Philly*, and others.
- Edit and copy edit specialty cookbooks and books. To date, have edited 14.

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

Science Editor, June 2013 – August 2015

- Shaped coverage for two website sections, assigning, editing, and writing news articles daily.
- Assigned, edited, and fact-checked features and worked with freelancers on assignments.
- Monitored section traffic daily. Traffic increased 10% year over year from 2013 to 2014.
- Managed Associate Science Editor until late 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.
- Pitched, wrote, and copy edited for every issue, the website, and the blog.
- Ran magazine's fact-checking process, and checked features, departments, and other articles.
- Created, implemented, and ran the magazine's inaugural social media strategy.

HealthLeaders Media, a division of HCPro, Inc., 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 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, Journalism minor

Graduated cum laude. Dean's List five consecutive semesters.

Honors/Skills

Honors: 2016 Deadline Club Finalist; 2016 Webby Honoree; 2015 EPPY Award finalist; 2012 Metcalf Fellow; Nov-Dec 2009 *Audubon* magazine cover story; April 2009 (201) *Magazine* cover story; 2003 HCPro Editorial Rookie of the Year

Technology: Audacity, Drupal, InCopy/InDesign, Photoshop, Photo Mechanic, Pixlr, WordPress

Social media: Facebook, Flickr, Hootsuite, Instagram, Pinterest, Tumblr, Twitter