

MICHELE W. BERGER

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Writer/editor with more than 20 years of digital and print experience. Master's degree, Columbia Journalism School.

Experience

University of Pennsylvania, School of Arts & Sciences, [Omnia](#), Philadelphia, PA

Director of News & Publications, *Omnia* Editor, Apr. 2023 – Present

- Oversees print and digital versions of *Omnia*, the bi-annual School of Arts & Sciences alumni magazine. This entails creating story budgets and financial budgets for the print publication; running weekly editorial meetings; assigning and editing all stories for print and online; managing a team of freelancers; and partnering with the design and multi-media teams to determine visual elements to accompany written stories.
- Manages the weekly email push, which includes compiling content from editorial, events, and alumni relations, then working with the design team on layout and the development team on distribution.
- Works closely with the Executive Director of Communications to determine content strategy.

Freelance Writer and Editor, Philadelphia, PA

June 2008 – Present

- Writes, fact-checks, and copy edits for *Scientific American*, *MIT Technology Review*, *Science Friday*, *Audubon* magazine, *Edible Philly*, *Everyday Health*, Linkwell Heath, and others.

University of Pennsylvania, University Communications, [Penn Today](#), Philadelphia, PA

Senior Science News Officer, Sept. 2020 – Apr. 2023; Science News Officer, Sept. 2015 – Aug. 2020

- Helped drive site direction as part of senior team. This included overseeing social science coverage, writing 10 stories monthly, and editing content produced by other writers.
- Participated as panelist and facilitator at national conferences, including the National Association of Science Writers, the KSJ@MIT Fact-Checking Workshop, and the University Research Magazine Association (URMA). Co-chair of the 2023 URMA conference, which took place at Penn in June 2023.

The Weather Channel/[weather.com](#), New York, NY/Philadelphia, PA

Science and Environment Editor, Jun. 2013 – Aug. 2015

- Shaped coverage for two sections, assigning, editing, and writing articles daily, monitoring web traffic, and managing Associate Science Editor.
- Assigned, edited, and fact-checked features and managed a team of freelance writers.

***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.

Columbia Journalism School, New York, NY

Adjunct Faculty/Managing Editor, 2009 – 2012

- Edited articles for and monitored progress of magazine and website created by graduate workshop.

HealthLeaders Media, *HealthLeaders* magazine, Danvers, MA

Executive Editor, October 2002 – November 2007

- Lead two divisions, managed eight editors, oversaw six product lines, and set division financial goals.

Education

Columbia Journalism School, 2008

Master of Science in Journalism. Magazine focus with digital media minor. 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, *cum laude*.

**Honors/
Skills**

Honors:

- Co-chair, University Research Magazine Association (URMA) 2023 conference
- Facilitator, 2022, 2021 KSJ@MIT Fact-Checking Workshops
- Council for Advancement and Support of Education (CASE) District II Award, 2022
- Panelist, National Association of Science Writers (NASW) conference, 2020
- Presenter, URMA conference, 2020
- Silver CASE Award, 2019
- Moderator, NASW conference, 2019
- *Omnia* cover story, Fall/Winter 2017
- Deadline Club Finalist, 2016
- Webby honoree, 2016
- EPPY Award finalist, 2015
- Metcalf Fellow, 2012, a selective program put on by the URI College of Environment and Life Sciences that offers hands-on scientific training for environmental and science journalists
- *Audubon* cover story, Nov-Dec 2009
- *(201) Magazine* cover story, April 2009
- HealthLeaders Editorial Rookie of the Year, 2003

Technology: Audacity, Drupal, Gather Content, HTML, InCopy/InDesign, Photoshop, Photo Mechanic, Pixlr, Trello, WordPress