

STACEY FEDEROFF

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Professional Experience

Graduate Assistant *Center for Media Innovation, Pittsburgh, PA* August 2018 – present

- Work with the director and staff to collaborate on high-profile professional and public events.
- Plan and lead high school journalism workshops, teaching visiting students basics of journalism.
- Write, design and publish social media and other marketing collateral for the Center.

Digital Producer *Pittsburgh Business Times, Pittsburgh, PA* September 2017 – August 2018

- Edited copy and published reporters' content; designed engaging slideshows using data; used news judgment to write stories, aggregated others and ranked twice daily email working closely with managing editor.
- Lead daily pitch meeting when necessary, worked with reporters to meet daily digital deadlines.
- Monitored analytics and developed strategies to hit monthly goals, post and schedule social media, and engage with readers.

Production Desk Editor *Calkins Media, Beaver, PA* November 2015 – September 2017

- Published content and designed graphics for social media platforms using metrics, best practices and strategies.
- Pitched, planned and wrote stories, and produced or worked collaboratively on additional multimedia elements.
- Worked with management and staff to ensure consistent workflow between day and evening shifts.
- Edited copy for print and online elements, proofread pages and aided in page design to meet publishing deadlines and ensure accuracy, timeliness and completeness.

Staff Reporter *Trib Total Media, Greensburg, PA* January 2010 – November 2015

- Created content spanning several topics and timeframes for *Tribune-Review*, developed source relationships.
- Collaborated with editors to plan two weekly sections, often pitching and revising stories from concept to publication.
- Managed production of weekly editions as acting editor at various times, interacting with staff and leadership.

Contributor *Equal Magazine, Pittsburgh, PA* January 2013 – November 2014

Reporting Intern *The Chautauquan Daily, Chautauqua, NY* June 2009 – August 2009

Editorial Staff Intern *Gateway Newspapers, Monroeville, PA* June 2008 – August 2008

Reporter & Copy Editor *The Daily Collegian, State College, PA* July 2006 – December 2008

Activities & Awards

Women's Press Club of Pittsburgh 2010 – present **West Newton Avenue of Flags** 2006 – present

- Elected president two consecutive two-year terms (2014, 2016) leading seven-member board to plan and promote 10-12 professional development events per year, success of which caused doubling of membership in two years.
- Created and maintained online/social media presence.
- Maintain Facebook page after spearheading its initial creation to engage stakeholders and encourage volunteer participation.
- Publicize annual event, communicating with various media outlets. (2016 front-page photo in *Pittsburgh Post-Gazette*)
- Designed, promoted 20th anniversary button campaign. (2014)

Times' Employee of the Month June 2017

- Recognized for creating initiatives and promoting Beaver County Times, willingness to volunteer for new projects, application of training knowledge, and positive attitude.

Pa. Women's Press Association Awards

- First place rookie reporter (2012), first place general news (2012), first place religion (2016), second place profile (2017)

Education & Skills

Point Park University, Pittsburgh, PA
August 2018 – June 2021 (expected)

Master of Business Administration/Master of Arts in
Communication with concentration in public relations

CCAC, Pittsburgh, PA
December 2014

Web design certificate, 48 hours of continuing education
instruction in HTML, CSS and website design

Penn State University, University Park, PA
May 2006 – December 2009

Bachelor of Arts in Journalism with minors in sociology and
women's studies, 3.86 GPA magna cum laude

Proficient in AP style, Adobe Premiere, Photoshop and
InDesign, Social News Desk, Sprout Social, QuarkXpress,
Movable Type and Blox CMS programs, Wordpress, iMovie,
social media platforms, photography and videography.