

WENDY ROSENFELD

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PROFILE

Dedicated, results-oriented journalism professional with extensive experience mentoring writers and producing exceptional, award-winning content. A skilled communicator and collaborative leader, possessing a wealth of knowledge including strategic communications, online editing, copy editing, freelance and features writing, breaking news, and digital media expertise. Proven track record reflecting a commitment to excellence in journalism, coupled with a passion for nurturing talent and driving innovation.

SKILLS

Narrative Nonfiction | Strategic Communications | AP Style | Public and Media Relations | Digital Media | Journalism | Storytelling | Community Relations | Copy Editing | Project Management | Newsroom Leadership | Tertiary Level Curriculum Development | Academic Advising | Literary Judge | Writer Mentorship | Teaching | Publishing | Website Content | Social Media Analytics | Adobe InDesign | Microsoft Office Suite | CMS / WordPress | Trello | SEO | LMS

PROFESSIONAL EXPERIENCE

CABRINI UNIVERSITY, Radnor, PA Aug 2022 – May 2024 *Private residential Catholic university with a social justice mission serving 2,000 students.*

Professor of Practice

Taught a 4.5/4.5 load of in-person and online asynchronous classes including Journalism I and II, Comics Journalism, Professional Development, History of Photojournalism, Immigration and the Five Senses, and Global Leadership. Classes ranged in size from 22 to 8 students.

- Faculty adviser to the Loquitur, an award-winning digital-first student news agency with an accompanying monthly print newspaper. Newspaper won a record-breaking 16 national awards in 2023 including College Media Association Pinnacle Award for Best Newspaper Website.
- Developed and implemented course materials including syllabi, lectures, readings, assignments, and examinations for all courses taught. Revamped course materials each semester to ensure relevance to marketplace.
- Advised students on academic issues and career paths and engaged in university service and career development conferences and courses. Served on committees including faculty awards, site improvement, Jewish Student Union.
- Average student rating 4.4 out of 5.0 for Fall 2023.

TEMPLE UNIVERSITY, Philadelphia, PA Jan 2022 – May 2022 *Public research university serving 37,000 students.*

Adjunct Professor

Taught Arts Criticism course to 10 upperclassmen and graduate students.

- Brought in multiple nationally recognized and award-winning critics to address students.
- Facilitated active learning through class discussions, group and community activities, and individual projects.
- Developed and implemented course syllabi, lesson plans, and assessments.

SELF-EMPLOYED, Meadowbrook, PA Sep 2006 – present

Freelance Writer

Research and write feature-length arts and lifestyle articles as well as editorial columns for local, national, and international publications.

- Conduct interviews with nationally and internationally recognized newsmakers.
- Generate and pitch ideas for new stories, columns, or topics.
- Proofread and fact-check copy, adhering to AP or Chicago style.

BROAD STREET REVIEW, Philadelphia, PA Aug 2016 – Aug 2018 *Non-profit digital publication covering Philadelphia's arts, culture, and public issues commentary.*

Editor-In-Chief

Managed and recruited a diverse team of up to 20 editors, remote freelance writers, and other staff. Developed editorial strategy for digital media to maximize readership and engagement, and oversaw production process from start to finish, including story assignment, proofreading, editing, and publishing. Delivered year on year for budget.

- Identified areas of improvement in existing coverage and developed new content to broaden audience reach resulting in a fourfold increase of readership.
- Organized quarterly fundraising projects and events to fund website operations.
- Met bimonthly with board to discuss objectives and progress.

PHILADELPHIA INQUIRER, Philadelphia, PA Sep 2006 – Dec 2016 *Pennsylvania's largest circulation daily newspaper.*

Theater Critic / Features Writer

Reporting to the Fine Arts and Arts and Lifestyle editors, reviewed theatrical productions in and around Philadelphia and New York City three days a week, wrote regular weekly theater column, plus arts and lifestyle feature articles for Pulitzer-winning, 600,000 circulation newspaper and accompanying Philly.com website.

- Participated in frequent public appearances, panels, advertising campaigns, and organizations to represent the paper's arts criticism team driving reader engagement.

PHILADELPHIA WEEKLY, Philadelphia, PA Apr 1995 – Apr 2001 *Philadelphia's largest circulation alternative weekly newspaper.*

Online Editor / Copy Editor / Writer

Reviewed theatrical productions in and around Philadelphia, wrote regular theater columns, news, and lifestyle features.

- Fact-checked and proofread all copy.
- Posted all online content and hosted online discussions and promotions.
- Appeared on panels and at events; increased reader engagement.

EDUCATION

Master of Liberal Arts (MLA), Creative Writing and Nonfiction Writing, University of Pennsylvania, Philadelphia, PA

Bachelor of Arts (BA), English Literature and Language, Bennington College, Bennington, VT

AWARDS / RECOGNITION

- Judge, Pulitzer Prize for Drama, Columbia University
- Judge, SPJ Sigma Delta Chi Award
- Judge, LION Local Journalism Award
- Judge, Simon Rockower Award for Jewish Journalism
- Judge, Francesca Primus Prize for an Emerging Woman Playwright
- Judge, Steinberg/ATCA (American Theater Critics Association) New Play Award
- ATCA Executive Committee
- Co-Chair, ATCA Communications Committee
- National Endowment for the Arts / USC Fellowship in Theater and Musical Theater
- Bennington Writing Workshop
- Guest Critic, Kennedy Center American College Theatre Festival