

STEVE NOVAK

WRITER.EDITOR

EXPERIENCE

Copywriting

- 15 years producing long-form content for print and digital platforms.
- Seasoned interviewer and diligent researcher with practical experience writing about complicated topics in a variety of fields.
- Proficient in SEO, writing web-optimized content and researching keywords and trends.
- Proven ability to work on deadline with solo and team projects.
- Contributed to [Stronger Than Steel](#), a special print section and digital series that promoted Pennsylvania's Lehigh Valley region with unique and sponsored content and specialized ads.

Copy editing and proofreading

- Three years on a copy desk, managing the team charged with editing and proofreading daily copy, fact-checking, writing headlines and paginating for print.
- Proficient in AP style.
- Developed an in-house style guide during a company merger.

WORK HISTORY

NJ Advance Media

The Express-Times and lehighvalleylive.com

Easton, Pennsylvania | August 2008 – present

- Reporter | December 2014 – present
- Copy editor/News editor | April 2011 – December 2014
- Reporter | August 2008 – April 2011

The New Jersey Herald

Newton, New Jersey | June 2006 – July 2008

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EDUCATION

B.A., Astronomy & Philosophy

Lycoming College, 2006

CERTIFICATIONS

Inbound Marketing

HubSpot Academy

Google Ads Search

Google

SKILLS/INTERESTS

Copy editing • Copywriting • SEO • AP style • Adobe Suite • Spreadsheets and datawork • R (programming language) • Datawrapper • Microsoft Office • Google Docs and Sheets • Photography • Astronomy • Meteorology • Hiking • Bird-watching • Star Wars trivia

AWARDS

2021 Toner Prize

Syracuse University
Newhouse School of
Public Communications

2021 Online Journalism Awards (finalist)

Online News Association

2022 New Jersey Press Assoc.

1st place, COVID-19 coverage
1st place, environmental writing

Eagle Scout