

JOTHAM SEDERSTROM

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PROVEN MANAGING EDITOR

Editorial Director • Head of Editorial Operations • Chief Content Officer • Senior Managing Editor
Editorial Oversight • Content Curation • Narrative Development • Audience Engagement
Led Editorial Teams • Drove Reader Engagement • Boosted Web Traffic • Maintained Team Stability
3x Promoted • Award-Winning Journalist & Editor • Optimized SEO • Pitched Compelling Stories

WORK EXPERIENCE

Inman News; New York, NY (Remote)

2017 - 2025

Editor-in-Chief

- Led a 10-person editorial team covering the full spectrum of residential real estate, including brokerage, investment, mortgages, and financing.
- Maintained 100% team retention since 2021, fostering a collaborative and growth-oriented newsroom culture across remote and hybrid environments.
- Oversaw daily content operations, assigning stories and providing line and structural edits for approximately a dozen articles per day, ensuring clarity, accuracy, and editorial excellence.
- Partnered cross-functionally with conference organizers, marketing, and business departments to align editorial priorities with company strategy and audience engagement goals.
- Represented the newsroom at industry conferences and events, building relationships with key stakeholders and shaping editorial direction based on emerging trends.

The Modern Sale

2016 - 2018

Editor-in-Chief

- Led a team of 4 reporters, generating story ideas, assigning coverage, and editing features for a 60-page semi-annual glossy publication, as well as ongoing digital content.
- Directed editorial strategy for a B2B sales and technology trade magazine and website, collaborating closely with founding tech entrepreneurs to shape and execute content vision.
- Wrote and edited long-form features that translated complex business and technology topics into engaging narratives for a professional audience.
- Fostered editorial excellence and brand consistency across print and digital platforms, supporting the publication's growth in a competitive media landscape.

New York Daily News; New York, NY

2014 - 2016

Morning Assignment Editor

- Directed a team of 15 reporters covering breaking news, politics, and nationally significant stories, ensuring timely, accurate, and high-impact journalism.
- Oversaw digital news production, integrating multimedia elements such as embedded video and social media assets to enhance audience engagement.
- Wrote SEO-optimized headlines and coordinated with the digital team to maximize visibility and search performance across platforms.
- Played a key role in social media strategy, helping drive reader engagement and expand the Daily News's digital footprint.
- Served previously as Boroughs Chief, managing reporters across the Bronx, Queens, and Brooklyn, and ensuring robust local coverage aligned with citywide editorial goals.

The Commercial Observer; New York, NY**2011 - 2013****Editor-in-Chief**

- Led editorial direction for a 10,000-circulation weekly commercial real estate publication, overseeing a team of 5 reporters and managing both print and digital content.
- Drove 4x growth in website traffic by enhancing online publishing strategies, optimizing for SEO, and increasing engagement through timely, relevant coverage.
- Launched and edited a monthly mortgage magazine and an annual commercial real estate publication, expanding the brand's editorial portfolio and industry influence.
- Edited long-form features, breaking news, and analysis pieces, emphasizing content quality.

The New York Times; New York, NY**2010 - 2011****Freelance Real Estate Reporter**

- Pitched and authored feature articles and news stories for the Business section, including the Square Feet real estate column, delivering insightful coverage on market trends.
- Developed strong editorial relationships, adapting quickly to evolving needs and tight deadlines.

EDUCATION**New York University, New York, NY****2003****Master of Arts, Journalism****Columbia College Chicago, Chicago, IL****2001****Bachelor of Arts, Journalism****TECHNOLOGIES, AWARDS, SKILLS**

Technologies: WordPress • Canva • Photoshop • Google Analytics • ChatGPT • Slack • Trello
Buffer • Microsoft Teams • Dropbox • Google Workspace • Zoom • JIRA

Awards: 2nd Place, National Association of Real Estate Editors, Team Reporting, The Commercial Observer, 2013 • 2nd Place, National Newspaper Association, Breaking News Story, The Brooklyn Paper, "Death on the Job," 2005

Skills: Editorial Leadership • Content Strategy Development • Cross-Functional Collaboration
Remote & Hybrid Team Leadership • Editorial Calendar Management • Story Assignment &
Workflow Coordination • Line & Structural Editing • Quality Control & Fact-Checking • Audience
Engagement Optimization • SEO Content Strategy • Multimedia Content Integration • Digital & Print
Publishing • Brand Voice & Consistency • Newsroom Culture Development • Stakeholder
Relationship Building • Conference & Event Representation • Industry Trend Analysis • Data-Driven
Editorial Decisions • Project Management • Editorial Budget Oversight • Content Portfolio
Expansion Crisis & Breaking News • Copywriting & Headline Optimization • Social Media Strategy •
Long-Form Feature Writing • B2B & Trade Publication Expertise • Collaboration with Marketing &
Sales

Editorial Process Improvement • Metrics & Analytics Reporting • Vendor & Contributor Relations
Cross-Platform Content Strategy • Storytelling for Diverse Audiences • Publishing Technology
Familiarity • Multimedia Asset Coordination • Contract & Freelance Management • Strategic
Communications • Editorial Innovation & Experimentation • Compliance with Legal & Ethical
Standards • Reader Feedback & Community Engagement