

Sam Norton

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Journalism Experience

Fondriest Environmental Inc. | [Portfolio](#)

Jan. 2023-Present

Environmental Journalist - (2023-Present)

- Contribute scientific news articles and research briefs for several environmental publications, both print and online
- Interview researchers nationwide, and turn their work into readable and relevant general interest stories
- Write video scripts for company videos, highlighting environmental research tools and the customers who use them
- Contribute to creating and scheduling content on YouTube, LinkedIn, Facebook, Instagram, and Twitter

Freelance Writer - (2023- 2025)

- Required to independently find and interview sources for scientific news articles, and explain complex ecological and environmental topics in a digestible yet intriguing format that is relevant to readers across the country

Trails Magazine | ***Freelance Contributing Writer***

Issue 5, Issue 11

- Wrote a “Places” piece about a backpacking trip in West Virginia highlighting its unique ecology for Issue 5
- Wrote an opinion arguing that because of extensive anthropogenic pressures, everything should be considered nature

The Miami Student Media | ***Section Editor*** | [Portfolio](#)

October 2021-March 2025

- Award-winning college newspaper, recognized as one of the best in the Midwest with 100,000 website views monthly
- Created and edited the *GreenHawks* section, which focuses on environmental issues from scientific and social perspectives on Miami University’s campus and in the local community. Simultaneously edited the *Opinion* section
- Transitioned from staff writer to senior section editor. Required to be timely in my writing, editing, pitching and production while collaborating with the editorial staff, and wrote dozens of reported, opinion and feature stories
- Additionally held the managing editor position for the semesterly sister magazine filled with students’ long-form stories, ranging from narrative stories to investigative journalism.

Additional Experience

Ohio Department of Natural Resources | ***Communications Intern***

May-Aug. 2023

- Contributed three articles to the bi-monthly Wild Ohio Magazine, which has over 40,000 subscribers across Ohio
- Wrote and edited content for the division's website, helped organize and execute a wildlife photography contest, created content for social media, and wrote news releases for the division
- Shadowed employees during research such as bird banding, electrofishing, plant surveys, and GIS tagging in state parks

Education

Miami University | *Oxford, Ohio* | *GPA: 3.82*

- Bachelor of Arts in Biology, co-major in Environmental Science, minor in Journalism
- Graduated from the Honors College and was a Student Ambassador for the College of Arts and Sciences

Skills and Awards

- Adept knowledge of AP Style, familiarity with platforms such as Microsoft Word, Microsoft Excel, Adobe InDesign, Adobe Lightroom, Canva, Google Analytics, CEO, Trello, Hootsuite, Meta Business Suite, AWS, and Google Suite
- Experience with photography, audio and video, social media, SEO optimization, headlines, and cutlines
- Comfortable and experienced in leadership positions, juggling multiple projects and roles, deadlines, working up and down command chains, collaborating, recruitment, public speaking, and pitching new ideas
- **SPJ Regional Mark of Excellence Award (23/25)** – For opinion and environmental stories, respectively
- **Ohio & News Media Association collegiate (24/25)** – Placed first in Opinion Writing two years in a row