

ALBERT E. STUMM III

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EMPLOYMENT

CHRIS KIMBALL'S MILK STREET MAGAZINE, *Barcelona, Spain.* **OCTOBER 2017 TO PRESENT**

STAFF WRITER

- Traveled to Portugal to write about cornbread, Italy to write about roast pork, Georgia (the country) for roast chicken with walnut sauce, the Canary Islands for potatoes, Armenia for barbecue and more.
- Research and write seven to nine bylined stories per issue, as well as additional copy and sidebars. Copy edit each issue cover to cover according to AP style; edit email communications, sales materials and newsletters for all departments.
- Participate in planning meetings for issues six months in advance.
- Staff nomination as 2018 finalist for James Beard Award for Best Dining and Travel; Finalist for 2018 Publication of the Year by International Association of Culinary Professionals.

FREELANCE WRITER & EDITOR, *Barcelona, Spain* **JUNE 2016 TO PRESENT**

- I've written, taken photographs and produced pieces for the Associated Press, CNN, Boston Globe, American Public Media, Philadelphia Inquirer, CruiseCritic.com, Luxury Travel Advisor, AAA Northeast, AAA Traveler Worldwide and other outlets.
- Created and edited web content for Circles Learning Labs, a Barcelona-based executive training start-up. Took control of voice of email communications.

PHILADELPHIA OBITUARY PROJECT, *Philadelphia, Pa.* **SEPTEMBER 2016 TO PRESENT**

EDITOR, BOARD MEMBER

- Founding editor of Philadelphia Obituary Project (phillyobitproject.com), a 501(c)3 nonprofit website that honors the city's homicide victims. Created website from scratch establishing relationships with police department, victims services groups and families to write positive stories.
- Recruited and manage three on-the-ground reporters. Edit stories and ensure constant flow of content. Direct social media outreach.
- Executed media promotion to get national coverage with the Associated Press and NPR's All Things Considered, international coverage from The (London) Independent, and several local stories, including The Philadelphia Inquirer.

ASSOCIATED PRESS, Philadelphia, Pa.
OCTOBER 2014 TO MAY 2016

STATE GOVERNMENT EDITOR, EAST REGION, MARCH 2015 TO MAY 2016

- Coordinated coverage from all 10 state capitols from Ohio to New Jersey up to Maine. Formulated story packages and ensured steady flow of Sunday enterprise options. Allocated limited resources to balance needs of long-term projects with daily demands. Managed reporters' workflow to meet absolute deadlines.
- Performed first-line edits for clarity, depth, impact, accuracy, balance and style. Quickly moved copy to the global news wire. Updated early versions of stories.

NEWSPERSON/DESK EDITOR, EAST REGION, OCTOBER 2014 TO MARCH 2015

- Responded to breaking news and wrote or updated stories. Contributed reporting. Wrote compelling headlines. Conceived of and edited enterprise stories. Coordinated with multimedia staff and the AP's journalists around the globe.
- Contributed reporting for major breaking news events. Wrote stories as needed.

PHILADELPHIA DAILY NEWS, Philadelphia, Pa.
FEBRUARY 2008 TO OCTOBER 2014

ASSISTANT CITY EDITOR, SEPTEMBER 2008 TO OCTOBER 2014

- Oversaw team of up to 10 reporters. Coordinated coverage of breaking news and assigned daily stories on politics, education, court and police beats. Generated enterprise ideas, planned story packages and ensured flow of Page 1 options.
- Helped train legacy newsroom to embrace digital-first publishing and reader engagement via social media. Trained reporters and editors to optimize Web headlines for SEO. Wrote online breaking-news updates.
- Managed internship program. Established partnership with City University of New York graduate program. Mentored interns to hone reporting techniques, writing style and professionalism.

COPY EDITOR, FEBRUARY 2008 TO SEPTEMBER 2008

- Edited copy for grammar, brevity, balance and Associated Press style. Analyzed story content to find buried ledes, missing information or reporting errors to produce clear, accurate writing. Composed compelling, punchy headlines and cut lines for news and features sections.
- Exercised news judgment to select national and international content via wire services and present it accordingly for publication.
- Designed pages for print in coordination with news, features and photo departments. Published stories online, edited photos.

PASSYUNKPOST.COM, Philadelphia, Pa.
JUNE 2012 TO JANUARY 2017

FOUNDER, EDITOR

- Created hyperlocal website covering news, development, restaurants, retail, events and other topics across South Philadelphia. Published 10 to 15 stories a week for up to 50,000 unique visitors a month and a million page views per year. Recruited more than 30 volunteer contributors and oversaw two part-time employees.
- Used social media to find stories and sources. Established robust presence on Twitter, Facebook and Instagram with about 20,000 combined followers.
- Earned profit within first year. Utilized market research, demographic data and traffic analytics to inform story selection, advertising sales and business strategy. Sold website and advised for relaunch in 2018.
- Featured on Fox 29, Technically Philly and Flying Kite Media. Named one of “The Ten: On the Rise in Philly Food” by Food Network’s City Eats website.

TEMPLE UNIVERSITY, *Philadelphia, Pa.*

SEPTEMBER 2008 TO MAY 2012

ADJUNCT PROFESSOR

- Customized curriculum for Writing for Journalism class. Taught skills necessary for mastering clear, accurate communication that can apply to numerous fields.
- Trained students in writing, editing and research techniques. Encouraged use of multimedia storytelling and social media to complete assignments, including Blogger, Storify, Tumblr, Twitter and Facebook. Created class blog to publish students’ final assignments.
- Emphasized feedback with one-on-one student meetings. Consistently achieved highest tier of performance ratings.

COURIER-POST, *Cherry Hill, N.J.*

APRIL 2006 TO FEBRUARY 2008

WIRE EDITOR/COPY EDITOR

- Wrote headlines and captions for news, features and business sections. Drafted promos and copy blocks for South Jersey’s largest newspaper. Edited copy.
- Performed page layout and selected Associated Press and other wire content for national and international news coverage.
- Posted online updates, prepared content for website and optimized reader experience with related stories and multimedia using Saxotech content-management system.

WRTI 90.1 FM, *Philadelphia, Pa.*

JUNE 2005 TO APRIL 2006

STAFF REPORTER

- Reported, wrote, voiced and edited three to six on-air pieces a week covering news, arts and culture. Substituted as live on-air anchor. Established database to encourage regional coverage for show “Creatively Speaking.” Freelanced for nationally syndicated Weekend America radio program produced by American Public Media.

EDUCATION

MASTER OF JOURNALISM, *Temple University, Philadelphia, Pa.*
AUGUST 2005

BACHELOR OF ARTS, JOURNALISM, *American University, Washington, D.C.*
AUGUST 2000

SKILLS, HONORS & RELATED EXPERIENCE

- Expert in Associated Press style.
- Certified B1 level of Spanish language (professionally proficient).
- Inducted into Kappa Tau Alpha National Journalism Honor Society.
- Washington Dean's Forum honor society, American University.
- Proficiency with: Clickability and Saxotech CMS; WordPress; Hermes-Unisys; Google Analytics; Adobe Photoshop, InDesign and Audition (Cool Edit); Final Cut; range of Web-based tools, including Pixlr, Timeline JS and StoryMap JS. Familiarity with HTML and CSS.
- Copy editor for three books: "How to Make Webcomics," by Scott Kurtz, et al; and Volumes 4 and 5 of "Evil Inc. Annual Report," by Brad Guigar.