

ALBERT E. STUMM III

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EXPERIENCE

MILK STREET MAGAZINE

Boston, Mass. (Remote)

SENIOR STAFF WRITER & DIGITAL MANAGER, JANUARY 2019 TO NOVEMBER 2023

- Partnered with Editorial Director to shape editorial vision and plan, assign, write and/or edit content for Milk Street Magazine, including the website, recipes, blogs, emails, social media platforms, cooking school & e-commerce store
- Cooked with home cooks and chefs around the world to write stories and bring recipes home, including Portugal for cornbread, Italy for roast pork, Georgia (the country) for roast chicken with walnuts, the Canary Islands for wrinkled potatoes and more
- Worked with Test Kitchen to develop and test 300+ recipes and food trends from travel, including ingredient deep dives on Turkish pomegranate molasses and Spanish paprika
- Managed digital team and collaborated with e-commerce, social and marketing teams to ensure Milk Street voice & SEO best practices in daily blog posts, product descriptions, newsletters and other online content
- Strategized email A/B tests and used analytics to create and promote content, leading to a 314% increase in annual store traffic from emails & 9% increase in sale conversions
- Ghost-wrote weekly weeknight cooking columns for Associated Press and Boston Globe

STAFF WRITER, JUNE 2017 TO JANUARY 2019

- Researched, tested recipes and wrote seven to nine stories per issue, as well as other copy and sidebars. Wrote ingredient how-tos, explainers and roundups. Copy edited all magazine issues, newsletters, cooking school materials and marketing copy to AP style

LIFESTYLES FREELANCE WRITER

Barcelona, Spain

JUNE 2016 TO PRESENT

- Wrote and photographed for Milk Street, Associated Press, CNN, Boston Globe, American Public Media, The Philadelphia Inquirer, CruiseCritic.com, Luxury Travel Advisor, several AAA publications, Circles Learning Labs and more

ASSOCIATED PRESS

Philadelphia, Pa.

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

- Coordinated coverage from 10 state capitals from Ohio to New Jersey to Maine. Ensured steady flow of Sunday enterprise options. Allocated limited resources to balance needs of long-term projects with daily demands and concrete deadlines

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

- Responded to breaking news and wrote or updated stories. Performed first-line edits for dozens of stories a day. Contributed reporting. Wrote compelling headlines. Planned and edited enterprise stories. Coordinated with multimedia staff and AP journalists worldwide

PHILADELPHIA OBITUARY PROJECT

Philadelphia, Pa.

SEPTEMBER 2016 TO PRESENT

EXECUTIVE DIRECTOR, BOARD MEMBER

- Founding editor of Philadelphia Obituary Project (phillyobitproject.com), a 501(c)3 nonprofit website that honors the city's homicide victims with positive stories
- Manage team of six freelancers and support staff to ensure steady flow of content and social media presence. Pursue grant funding through foundations and small donors. Foster relationships with police department, victims services groups and affected families

**PHILADELPHIA DAILY NEWS,
FEBRUARY 2008 TO OCTOBER 2014**

Philadelphia, Pa

ASSISTANT CITY EDITOR

- Oversaw team of up to 10 reporters, coordinating coverage of breaking news and daily assignments on politics, education, court and police beats. Trained legacy newsroom to embrace digital-first publishing, social media engagement and SEO best practices
- Managed internship program and established university partnerships. Mentored interns who went on to The New York Times, Politico, Denver Post and other large publications

**PASSYUNKPOST.COM,
JUNE 2012 TO JANUARY 2017**

Philadelphia, Pa.

FOUNDER, EDITOR

- Created hyperlocal Wordpress website covering restaurants, development, events and other topics across South Philadelphia. Published 10 to 15 posts a week for up to 1 million page views per year. Recruited more than 30 volunteer contributors and oversaw two part-time employees. Built Twitter, Facebook and Instagram to 20,000 followers
- Named one of "The Ten: On the Rise in Philly Food" by Food Network

**TEMPLE UNIVERSITY,
SEPTEMBER 2008 TO MAY 2012**

Philadelphia, Pa.

ADJUNCT PROFESSOR

- Customized curriculum for Writing for Journalism focusing on hands-on training, multimedia storytelling and social media. Helped find outlets to publish student work

EDUCATION

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

AUGUST 2005

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

AUGUST 2000

SKILLS & HONORS

- Best Overall Food Coverage 2019 by the Association of Food Journalists. Finalist for 2018 James Beard Award for Best Dining and Travel (staff); Finalist for 2018 Publication of the Year by IACP
- Certified B2 level of Spanish (professionally proficient)