
LAURA A. ROSENFELD

laura.a.rosenfeld@gmail.com
www.laura-rosenfeld.com
[@larosenfeld](https://twitter.com/larosenfeld)

SKILLS

Adobe Audition, Flash, InCopy, InDesign, Illustrator, Lightroom, Photoshop and Premiere; AP Style; Audacity; CartoDB; Django; Drupal; Final Cut Pro; HTML; Microsoft Office Suite; Open Refine; Python; Qualtrics; Soundslides Plus; SPSS Statistics; SQL; Various CMS; Various Social Media; WordPress
Working knowledge of: ActionScript 3.0; CSS; JavaScript; R; R Studio

ACHIEVEMENTS

Alumni Annual Funds and American-French Scholarships Recipient, Columbia University Graduate School of Journalism
ACP's 2012 Magazine Pacemaker Award Winner as Editor of *North by Northwestern*

REFERENCES

Available upon request

EDUCATION

Columbia University Graduate School of Journalism

New York, N.Y.

Master of Science in Journalism, May 2014

Graduated with Honors

Coursework in reporting, writing for the web, arts journalism, audience & engagement, journalistic computing, long-form writing and data journalism. Stories include breaking news coverage, a multimedia feature story on Lady Gaga fans and a final project analyzing the language of online gaming chat rooms using Python.

Medill School of Journalism, Media, Integrated Marketing Communications, Northwestern University

Evanston, Ill.

Bachelor of Science in Journalism, Minor in Film and Media Studies, Undergraduate Certificate in Integrated Marketing Communications, June 2013

Graduated magna cum laude, GPA: 3.78/4.00

Writer and Top Editor for *North by Northwestern* Online and Print Magazine, Dean's List, Study Abroad Program in London

Coursework in web producing, arts criticism, magazine writing, enterprise reporting in diverse communities and multimedia storytelling. Multimedia stories covered the legacy of the Peace Corps, the world of introverts and social media's effect on fandom.

EXPERIENCE

Reporter

The Daily Dish, Bravo Digital, NBCUniversal

After three months as a regular contributor, I was brought on as a full-time reporter for The Daily Dish, Bravotv.com's news section. I pitch, research, write and ready for publication informative and engaging news and feature stories on Bravo's programming and talent, as well as cover general entertainment, pop culture and celebrity news. I also help conceive and execute video shoots, write social media copy and brainstorm and write partnership posts with other brands. (Aug. 2015-Present)

Freelance TV Writer

Bustle

I pitch, research, write and ready for publication at least five SEO-friendly articles a week for the Entertainment section, including includes live weekly recaps of *Brooklyn Nine-Nine*, as well as feature stories on what readers are dying to know about their favorite shows, such as *Little Women: LA* and *Big Brother*. (April 2014-Present)

Staff Reporter

Tech Times

After one month as a freelance writer, I was promoted to a staff reporter position at Tech Times. I pitched, researched, wrote and readied for publication SEO-friendly, shareable news posts and feature stories on tech, pop culture and innovation. I was consistently one of the site's top traffic earners. I created a weekly series where I profiled the creator of a viral online project. I also occasionally assisted with social media, video shoots and covering events, such as International CES in Las Vegas. (Aug. 2014-Oct. 2015)

Freelance Party Reporter

New York Magazine

I covered events for *New York Magazine* and its various online channels. My coverage of Matthew Weiner's post-mortem of *Mad Men* at the New York Public Library was featured on Vulture, and my interview with *Orphan Black's* Tatiana Maslany about sexism in Hollywood was featured on The Cut. (Sept. 2014-Oct. 2015)

Internships

Social Content Intern at Imagination (April 2013-June 2013); Journalism Residency at *New York Magazine* (Oct. 2012-Dec. 2012); Editorial Intern at NextMovie and Film.com (June 2012-Aug. 2012); Web Intern at *Seventeen* (June 2011-Sept. 2011); Social Media Intern at Wildlife Education, Ltd. (Sept. 2010-Dec. 2010)