

PATTY LAMBERTI

LOYOLA UNIVERSITY CHICAGO
SCHOOL OF COMMUNICATION
PROGRAM DIRECTOR MASTERS IN COMMUNICATION:
DIGITAL STORY TELLING
WWW.PATTYLAMBERTI.COM

JOURNALISM EXPERIENCE

Makeitbetter.net

Freelance online Editor/Writer/Producer • North Shore, Chicago, IL • May 2010-present

- Write 500 word articles for women who live on the North Shore of Chicago
- Brainstorm ideas related to health, pets, children
- Make articles SEO friendly
- Publicize articles through Facebook, Twitter, email, etc.

mylifetime.com

Online Editor/Writer/Producer • New York, NY • February 2007–July 2008

- Assisted in the massive relaunch of an international women's web site, which receives 4 million unique visitors per month
- Conceive of ideas for all content related to health and relationships
- Edit articles, photo galleries, and quizzes from freelancers and junior staff
- Write articles, photo galleries and quizzes
- Supervise bloggers for tone and content
- Write all display copy, headlines, and subheads utilizing SEO knowledge
- Research photos through various stock agencies
- Treat every image using Photoshop
- Input all photos and text into a newly developed Content Management System
- Manage budget for health and relationships sections
- Convince experts from various fields to join Mylifetime.com's expert panels
- Coordinate and edit experts' weekly responses to reader questions
- Supervise and mentor junior staff and interns
- Assisted in developing an online game

Latina Media Ventures

Articles Editor • New York, NY • August 2005–February 2007

- Developed ideas for feature and lifestyle articles
- Assigned articles to freelancers
- Edited the work of freelancers and junior staff
- Wrote two features and/or lifestyle articles per month
- Worked with the art department to select the visuals to accompany each piece
- Wrote headlines, subheads, and cover lines

- Copyfitted articles and saw the proofs through to the final stages of production
- Developed online components for every article in the lifestyle section
- Tracked contracts and budget for lifestyle section
- Provided content for the web site on a weekly basis
- Developed interactive tools for *Latina's* online diet

Netscape.com and Compuserve.com

Content Provider • New York, NY • September 2001–present

- Write weekly quizzes and articles about health, relationships, and entertainment

Playboy Magazine

Assistant Editor • New York, NY • August 2003–August 2005

Editorial Assistant • Chicago, IL • May 2000–August 2003

- Wrote political opinion pieces, sidebars, news briefs, and front-of-the-book items
- Wrote captions and headlines for monthly celebrity photo spread
- Interviewed celebrities
- Developed lineups and provided content for monthly two-page news section
- Selected short stories and developed relationships with such authors as Madison Smartt Bell, Joyce Carol Oates, and T.C. Boyle
- Assigned, wrote, and edited book reviews
- Reviewed music and movies
- Developed, assigned, and edited special sections about travel

TEACHING EXPERIENCE

Loyola University Chicago

Professional-In-Residence • Chicago, IL • August 2008–now

- Responsible for teaching new media courses, including Writing for the Web and Convergence Journalism
- Explain to students how writing for the web differs from writing for print
- Instruct students in SEO, CMS
- Teach students various software programs, including Photoshop, iWeb, iMovie, and Picasa
- Teach writing-intensive courses including Reporting and Writing and Feature Writing
- Teach a lecture-based class about the history of communication
- Develop assignments and syllabi for courses
- Evaluate the writing of 60-80 students several times per semester
- Meet with students independently to discuss how to improve their writing
- Advise students about career options
- Serve on a committee addressing the technology needs of the Communication department

EDUCATION

University of Illinois • MA in Writing • 2000

- Coursework included non-fiction writing, magazine writing, journalism classes, fiction writing and internships at two publications

University of Wisconsin at Madison • BA in English with Writing Emphasis • 1998

COMPUTER SKILLS

Microsoft Office, Photoshop, iMovie, iWeb, Audacity, Garageband, Final Cut, Final Draft, HTML, various Content Management Systems, QPS, Quark, Picasa