

ALBERT E. STUMM III

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EMPLOYMENT

FREELANCE WRITER & EDITOR, *Barcelona, Spain*

JUNE 2016 TO PRESENT

- Written, taken photographs and produced pieces for the Associated Press, CNN, Boston Globe, AAA Northeast, American Public Media, Milk Street Magazine, Philadelphia Inquirer, Luxury Travel Advisor and other outlets.
- Board member and founding editor of Philadelphia Obituary Project (phillyobitproject.com), a nonprofit website dedicated to honoring the city's homicide victims. Established relationships with police department, victims services groups and families to write positive stories. Recruited and manage on-the-ground reporter. Executed media promotion plan.
- Created and edited web content for Circles Learning Labs, a Barcelona-based executive training start-up. Took control of voice of email communications.

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 PRESENT

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.
- Initiated neighborhood coverage program, assigning six reporters to different sections of the city. Developed story ideas and encouraged reporters to broaden scope of coverage.
- Helped train legacy newsroom to embrace digital-first publishing. Trained reporters and editors to optimize Web headlines for SEO. Directed team of bloggers. Wrote online breaking-news updates.
- Managed internship program. Recruited top-quality candidates and maintained relationships with university administrators. Established partnership with City

University of New York graduate program. Mentored interns to hone reporting techniques, writing style and professionalism.

- Contributed to newspaper's social media via Hootsuite to monitor breaking news, promote *Daily News* content and encourage reader engagement.

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 and Facebook with about 15,000 combined followers.
- Earned profit within first year through targeted ad sales and sponsorships. Utilized market research, demographic data and traffic analytics to inform story selection, advertising sales and business strategy. Emphasized original content to break news that was picked up by other media. Sold website in 2017.
- 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 by regularly holding one-on-one meetings with students. Consistently received overwhelming praise in student evaluations and 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.” Trained staff on editing and sound techniques.
- 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.