

Vadim Lavrusik

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EXPERIENCE

Mashable.com (most read social media news site)

Feature Writer | June 2009-present

Contributing articles about online journalism and social media trends. Articles include: "8 Must-Have Traits of Tomorrow's Journalist," which became a trending topic on Twitter after 1,800 retweets. Each of the 13 posts received more than 400 retweets.

The Poynter Institute, St. Petersburg, Fla. (school and resource for journalists)

Contributing Writer | August 2009-present

Cover online journalism trends for Poynter.org. Subjects range from a profile of the online magazine FLYP to an analysis of Demand Media's business model. Both stories were featured as top stories on the site.

On the Commons, Minneapolis, Minn. (nonprofit advocacy organization)

Copy Editor and Researcher | May 2009-September 2009

Helped edit chapters and select art for *What We Share: A Field Guide to the Commons (July 2010)*, a book by author and *National Geographic Traveler* contributing editor Jay Walljasper.

The Star Tribune, Minneapolis, Minn. (daily newspaper, circ. 500,000)

Student Reporter | January 2009-May 2009

Pitched and published 13 bylined articles, several of which ran on the front page of the Metro section and were among most popular on the Web site. Highlights included a breaking news story about a flu outbreak at an elementary school, a story on the decline of golf in Minnesota, and several stories accompanied by photos and video that I shot and edited.

The Minneapolis/St. Paul Business Journal (weekly journal, circ. 57,000)

Editorial Intern | May 2008-August 2008

Contributed daily stories to the Web site and wrote for the weekly print edition. I also helped report and write enterprise stories and special reports, including an exclusive report on the decline in the number of companies offering pension funds.

The Minnesota Daily (daily newspaper, circ. 24,000)

Editor in Chief and Co-Publisher | May 2008-May 2009

Oversaw content and production of The Minnesota Daily, a student-run, award-winning newspaper. Managed 17 editors, balanced a \$2.4 million annual budget, wrote articles and managed Mndaily.com.

- *Mndaily.com*: Oversaw re-design and added new blogs, podcasts, webisode, Daily Facebook application and Twitter.
- *Awards*: Associated Collegiate Press Best of Midwest 2009 Awards in Editorial and Feature Writing; under my leadership the Daily won its first 2009 ACP Newspaper Pacemaker awarded to the best overall college newspaper in the country.

Managing Editor | August 2007-May 2008

Managed editorial editors and news coverage. Launched several new blogs, multimedia, helped re-design mndaily.com Web site.

Staff Reporter | January 2006-May 2007

Reported five articles every two weeks, totaling more than 90 stories. Awarded SPJ Region 6 Feature Writing Award for 2007.

EDUCATION

Columbia University Graduate School of Journalism, New York, N.Y.

M.S. in Journalism – digital media concentration | Expected May 2010

Master's project on NY Citytechnology startups includes a Web site incorporating blog posts, podcasts, video, and interactive graphics. Coursework includes Interactive Web site design and navigation workshop, Media Entrepreneurship with Ken Lerer, co-founder of Huffington Post and a Digital Media Newsroom with Pulitzer Prize administrator Sig Gissler.

Leadership: Society of Professional Journalists: Webmaster | September 2009- present | Managed re-design of chapter Web site.

University of Minnesota, Minneapolis, Minn.

B.A. in Journalism, summa cum laude | May 2009

Research: Honors Thesis: "Getting in-line with online: Has local news video reached 2.0?"

Awards: 2008 Winner of the Top Ten Howard Scripps Scholarship Award awarded to top journalism students in the country.

SKILLS

Languages: Fluent in Russian.

Multimedia: Proficient in digital video, photo and audio recording and editing (Pro Tools, Final Cut Pro and Photoshop).

Web: Proficient with Wordpress CMS and familiar with Drupal. Basic HTML, CSS and Flash Action Script skills.

Social Media: Expertise in integrating social tools into Web sites to build community and increase Web traffic. Proficient in using Twitter (2,500 followers), Facebook, LinkedIn, Vimeo, Digg, Foursquare, Tumblr and more.

References

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