

Vadim Lavrusik

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EXPERIENCE

Facebook

Journalist Program Manager | April 2011-present

Responsible for building and managing programs that help journalists utilize Facebook in their reporting while advocating on their behalf to improve social journalism on Facebook.

Columbia University Graduate School of Journalism

Adjunct Professor | September 2010-present

Teaching graduate students how to effectively use social media tools in their sourcing, reporting and storytelling in the "Social Media Skills for Journalists" class. The class combines hands-on skills as well as well best practices.

Mashable.com (most read social media news site)

Community Manager & Social Media Strategist | May 2010-April 2011

Built and managed the community team and oversaw its reader engagement efforts and social media strategy on-site and off, while contributing content and speaking on the changing media landscape.

- Launched the first ever worldwide Social Media Day, which included more than 12,000 participants in 100 countries.
- Oversaw gaming mechanics and social user experience in Follow, a Mashable social product.

Feature Writer | June 2009-January 2010; Reported articles about online journalism and social media trends.

The New York Times

Social Media Intern | January 2010-May 2010

Worked to implement new social media strategies and platforms while managing the Times' Facebook pages, Twitter accounts and lists, Google Buzz and Flickr photostream. Projects included creating a Facebook page and Twitter account to help curate news surrounding the Chile Earthquake as news broke and launching a Google Buzz profile.

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

Contributing Writer | August 2009-January 2010

Covered 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.

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 website. 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 website 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 pensions.

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*, an award-winning newspaper. Managed 17 editors, balanced a \$2.4 million budget and managed Mndaily.com. *Managing Editor | August 2007-May 2008; Staff Reporter | January 2006-May 2007*

EDUCATION

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

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

Master's project on NY City technology startups included a website incorporating blog posts, podcasts, video, and interactive graphics. Coursework included interactive website design workshop, media entrepreneurship with Ken Lerer, co-founder of Huffington Post and a digital media newsroom with Pulitzer Prize administrator Sig Gissler.

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 10 Howard Scripps Scholarship Award, awarded to top journalism students.

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 Dreamweaver, Wordpress CMS and familiar with Drupal. Proficient in HTML and CSS.

Social Media: Expertise in integrating social tools into websites to build community and increase web traffic.

REFERENCES

Sig Gissler

Administrator of Pulitzer Prizes

Columbia University Graduate School of Journalism

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Jennifer Preston

Social Media Reporter

The New York Times

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