

LAURA BERNHEIM

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Innovative and multi-talented communicator with extensive experience in creating web, print and multimedia products. Knowledgeable web designer and developer who creates online brands and experiences with a focus on target audiences. Fluent in HTML, CSS, PHP and WordPress and eager to learn and improve. Enthusiastic learner who enjoys challenges in a deadline-oriented environment.

SUMMARY

EXPERIENCE

UF/IFAS Center for Public Issues Education (Oct. 2011-present)

Media specialist: Design, develop and maintain modern, innovative, and highly-usable responsive website. Plan and execute communication programs with web and graphic design, as well as social media, videos and news releases.

The Gainesville Sun and Gainesville Magazine (Nov. 2010-present)

Freelance web producer, sports and feature writer, page designer, videographer: Publish web content, write and research articles, design pages and shoot and edit video.

The Courier and Daily Comet (Houma and Thibodaux, La.)(Jan. 2009-Nov. 2010)

Online content producer: Maintained, created and adapted multiple websites to display content concisely and creatively. Implemented social media strategy and coordinated live video coverage.

South Florida Sun Sentinel (Fall 2008)

Sports intern: Wrote articles on deadline about professional, college and high school sports.

Sports Illustrated (Summer 2008)

Reporter-researcher intern: Researched and confirmed facts while editing articles.

The Post (Athens, Ohio)(2006-2008)

Campus editor, staff writer: Led a staff of 20 people in planning and editing daily coverage.

Dayton Daily News (2004-2008)

Sports, metro, copy desk intern: Brainstormed story ideas, reported and copy-edited.

University of Florida (Class of 2015)

College of Journalism and Communications: Master of Arts in Mass Communication, emphasis in web design and online communication.

Ohio University (Class of 2008)

Honors Tutorial College, E.W. Scripps School of Journalism: Bachelor of Science in Journalism, emphasis in online journalism and news writing and editing; minor in Political Science.

EDUCATION

AWARDS & PRESENTATIONS

Association for Communication Excellence: 2014 Gold Award for Illustration. 2014 presentations: "Working with students from all corners of campus" and "Understanding and communicating about public opinion surveys." 2013 presentation: "Free resources for all levels of web design"

American Association for Agricultural Education: 2012 Presentation: "Conversation Starters: Helping Extension professionals talk about public policy"

Louisiana/Mississippi APME: 2011 First Place Overall Website, 2011 First Place Online Package

Louisiana Press Association: 2009 First Place Multimedia Element