

## CAREER SUMMARY

I am a web producer, writer, editor and cultural commentator with more than 15 years' experience producing lifestyle and digital culture magazines in print and online. Along with strategic consultancy for digital community engagement, I have been a guest on radio and television, have judged awards, presented at conferences and taught journalism and digital media at Melbourne University.

## KEY ACHIEVEMENTS

- » Founding editor, internet.au magazine
- » Series editor, little net guides (Random House) 1997
- » Editor, e)mag magazine (Fairfax)
- » Lecturer, journalism & digital media (Melbourne University)
- » Web editor/producer, choice.com.au, Forget the Rules (Online and mobile soap that received award at Cannes 2006), futurestudents.unimelb.edu.au and enterprisemelbourne.com.au
- » Launched own company, Vanguard Media, and published 64 magazine and 11°south magazine (online & print)
- » Digital strategist, City of Melbourne, 2009–10

## KEY SKILLS & ATTRIBUTES

### EDITORIAL SKILLS

- » content strategy
- » copy editing and structural editing
- » proof-reading
- » editorial management, production oversight
- » commissioning
- » cultural commentary
- » excellent written and verbal communication
- » creative guidance and feedback
- » layout and on-screen editing
- » process development and tracking

### STRATEGY & PLANNING

- » strategic planning and lateral thinking
- » budget development
- » critical thinking
- » strong understanding of defamation laws
- » understanding of research methodologies

### LEADERSHIP SKILLS

- » vision and leadership
- » staff management and development
- » change management
- » risk management

### ONLINE EXPERTISE

- » strong theoretical grounding
- » information architecture development
- » card sorting
- » usability and accessibility
- » social media strategy
- » early adopter
- » cross-platform testing
- » trend monitoring

### LANGUAGES & SOFTWARE

- » HTML
- » CSS
- » Dreamweaver
- » Photoshop
- » Sharepoint
- » MySource Matrix
- » WordPress
- » minimal Javascript
- » minimal PHP
- » speak, read and write English and French.
- » minimal German and Spanish.

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ROSANNE BERSTEN

# EMPLOYMENT

WEB PRODUCER & DIGITAL ENGAGEMENT STRATEGIST {2009–2010, CITY OF MELBOURNE}

Responsibilities:

- » Editing and strategic development of [enterprisemelbourne.com.au](http://enterprisemelbourne.com.au) and [melbourne.vic.gov.au](http://melbourne.vic.gov.au)

Achievements:

- » Launched new business portal based on research and user feedback
- » Developed information architecture and content
- » Successfully negotiated large scale complicated projects with multiple stakeholders

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WEB EDITOR {2008, UNIVERSITY OF MELBOURNE}

Responsibilities:

- » Editing, writing and strategic redevelopment of [futurestudents.unimelb.edu.au](http://futurestudents.unimelb.edu.au) and [international.unimelb.edu.au](http://international.unimelb.edu.au)

Achievements:

- » Completely overhauled and relaunched Future Students site for improved readability based on research and user feedback
- » Developed new style sheet for stakeholders
- » Successfully negotiated large scale complicated projects with multiple stakeholders
- » Ran training sessions for stakeholders

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PUBLISHER & EDITOR {2006–2007, VANGUARD MEDIA}

Responsibilities:

- » Management, development, advertiser liaison, editorial management, technology management, publication of 64 magazine and II°south magazine.

Achievements:

- » Set up company of five from scratch, including legal issues, network and computer systems
- » Established new networks of freelance writers, photographers and advertisers and created databases for staff access
- » Launched two online publications to wide advertiser and reader acclaim

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COURSE CO-ORDINATOR & TUTOR {2003–2006, UNIVERSITY OF MELBOURNE}

Responsibilities:

- » Lecturing and tutoring undergraduate and postgraduate journalism courses
- » Course development (Editing for Digital Media, Magazine Editing)
- » Assessing and grading student work

Achievements:

- » Excellent feedback from students (Overall satisfaction rating 4.5/5 or 90%)

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WEB PRODUCER {JUN 2005–2006, GLOBAL DILEMMA PRODUCTIONS} (CONTRACT)

Responsibilities:

- » Plan, write, edit and oversee production of site for world-first interactive online drama series, forget the rules ([www.forgettherules.com](http://www.forgettherules.com)).
- » forget the rules was awarded the Best Interactive Format prize at Canne's MIPCOM.

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ASSISTANT FACILITATOR {JUN 2003, FEB/OCT 2004, AUSTRALIAN ACADEMY OF DIGITAL ARTS & SCIENCES} (CONTRACT)

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FREELANCE WRITER & EDITOR {2002–2010, HELIOTROPE INK} (OWN COMPANY)

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EDITOR, E)MAG MAGAZINE {1999–2002, SYDNEY MORNING HERALD/THE AGE, FAIRFAX}

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EDITOR {1998–1999, CHOICE ONLINE, AUSTRALIAN CONSUMERS' ASSOCIATION}

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EDITOR, DIGITAL CULTURE MAGAZINES {1995–1998, NEXT MEDIA}

ROSAMME BERSTEN

## EDUCATION

PRIMARY SCHOOL {1976–1980, ROSEVILLE PUBLIC SCHOOL}

ACCELERATED LEARNING {1981–1982, ARTARMON PUBLIC SCHOOL}

HIGH SCHOOL CERTIFICATE {1983–1988, NORTH SYDNEY GIRLS' HIGH SCHOOL}

BA (COMMUNICATIONS) {1989–1994, UNIVERSITY OF TECHNOLOGY, SYDNEY}  
Majoring in Writing, and Social/Political Theory  
Honours with Distinction, 1994

MA (COMMUNICATIONS) {2001–2004, RMIT UNIVERSITY}  
Thesis with High Distinction

CERTIFICATE IV IN BUSINESS {2006, RMIT UNIVERSITY}  
Majored in Small Business Management

## AWARDS & APPEARANCES

GUEST APPEARANCE {1996, [HTTP:// PROGRAM](#), ABC TELEVISION}

CHAIR {1997, AIC [WEB ADVERTISING CONFERENCE](#)}

CO-ORDINATOR, “[FUTURE OF THE INTERNET](#)” PANEL  
{1997, MACROMEDIA USER CONFERENCE}

FINALIST, [BEST EDITOR](#), FOR INTERNET.AU {1997, IT WRITERS' AWARDS}

JUDGE {1996–2000, [AUSTRALIAN INTERNET AWARDS](#)}

SELECTED FOR “[30 MOST SUCCESSFUL WOMEN UNDER 30](#)”  
{1998, COSMOPOLITAN MAGAZINE}

[AUSTRALIAN DELEGATE](#), PROJECT ON ELECTRONIC COMMERCE  
{1999, CONSUMERS INTERNATIONAL}

PARTICIPANT, DIGITAL DOMINANCE VIDEO PROJECT {2000, [MUSEUM OF VICTORIA](#)}

PANEL GUEST, [AFTERSHOCK PROGRAM ON CYBORGS](#) (2001, ABC TELEVISION)}

JUDGE {2001, AIMIA AWARDS}

[SCHOLARSHIP FOR OUTSTANDING ACHIEVEMENT](#) {2003, RMIT UNIVERSITY}

GUEST LECTURER, “[NEW MEDIA AND NARRATIVE](#)” {2003, MONASH UNIVERSITY}

GUEST LECTURER, “[CITIZENSHIP AND THE DIGITAL DIVIDE](#)”  
{2003–2004, RMIT UNIVERSITY}

[HONORARY FELLOW](#) {2004, UNIVERSITY OF MELBOURNE}

[HUMAN RIGHTS PROMOTION AWARD](#) {2009, PUBLIC INTEREST ADVOCACY CENTRE}

## REFEREES & SAMPLES

Please contact me for referees and samples (clips) of printed works.

ROSAMME BERSTEN