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Rosanne Bersten

Career Summary

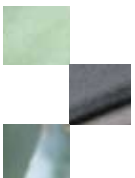
I am a writer, editor and cultural commentator with more than 15 years' experience producing lifestyle and youth culture magazines in print and online. I have built a media profile in radio and television, judged awards, presented at conferences and taught journalism at Melbourne University.

Key Achievements

- » Founding editor, *internet.au* magazine
- » Series editor, *little net guides* (Random House)
- » Editor, *e)mag* magazine (Fairfax)
- » Scholarship for Outstanding Achievement, RMIT, 2003
- » Lecturer, journalism & digital media (Melbourne University)
- » Web editor, *choice.com.au*, *Forget the Rules* (Online and mobile soap that received award at Cannes 2006) & *futurestudents.unimelb.edu.au*
- » Launched own company, Vanguard Media, and published *64* magazine and *11°south* magazine (online & print)

Key Skills and Attributes

- » copy editing and structural editing
- » proof-reading
- » editorial management, production oversight
- » budget development
- » vision and leadership
- » cultural commentary
- » course development and tutoring
- » excellent written and verbal communication
- » strategic planning and lateral thinking
- » film and dvd reviewing and critical appraisal
- » extensive digital culture knowledge
- » comfortable with HTML, CSS and web CMS
- » vibrant television manner
- » conference facilitation
- » critical thinking
- » staff management and development
- » strong understanding of defamation laws
- » change management
- » creative guidance and feedback
- » layout and on-screen editing
- » presentation, lecturing, group facilitation
- » technical testing and product reviewing
- » test methodology development
- » process development and tracking
- » very comfortable with new technologies
- » exceptional live radio presence
- » engaging talkback facilitator
- » strong theoretical grounding
- » speak, read and write English and French.
- » minimal German and Spanish.



Employment History

2008: Web editor, University of Melbourne

Responsibilities: » Editing, writing and strategic development of *futurestudents.unimelb.edu.au* and *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

2006 — 2007: Publisher and Editor, Vanguard Media

Responsibilities: » Management, development, advertiser liaison, editorial management, technology management, publication of *64* magazine and *11°south* magazine.

Achievements: » Set up company of five from scratch, including all 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

2003 — 2006: Course Co-ordinator and Tutor, 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%)

Jun 2005–2006: Web producer, Global Dilemma Productions (contract position)

Responsibilities: » Plan, write, edit and oversee production of site for world-first interactive online drama series, *forget the rules* (www.forgettherules.com).

Achievements: » *forget the rules* was awarded the Best Interactive Format prize at Cannes's MIPCOM.

Jun 03, Feb/Oct 04: Assistant Facilitator, Australian Academy of Digital Arts and Sciences (contract position)

Responsibilities: » Organising attendees for X|Media|Lab incubator
» Assisting Lab mentors in creative assessment of projects
» Video journalist for archival DVD

2002–2009: Freelance writer and editor, Heliotrope Ink (own company)

Clients include: » Fairfax, News Limited, Text Media, Niche Media, Viamedia, FastThinking

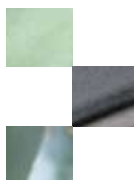
Highlights: » Copy-edited *Journalism in Troubled Times: The struggle for press freedom in South Asia, 2005–2006*, International Federation of Journalists (contract position)
» Wrote article on American labour conditions for *New Matilda*
» Proof-read Deaflympics Program for Viamedia
» Wrote articles for Amnesty International *Human Rights Defender*
» Wrote various music/arts features for *The Age*
» Digital Arts reporter for *The Australian*, based in Europe over four months
» Wrote feature on philosopher Homi Bhabha for *The Age*
» “Hub Mobile” columnist, *Australian Macworld Magazine*

Aug – Dec 2004 : Deputy Editor, Melbourne Weekly Bayside, Fairfax

1999 — 2002: Editor, e)mag magazine, Sydney Morning Herald/The Age, Fairfax

1998 — 1999: Editor, CHOICE Online, Australian Consumers' Association

1995 — 1997: Editor, digital culture magazines, Next Media





Education

- 1976 — 1980: Roseville Public School
- 1981 — 1982: Artarmon Opportunity Class
- 1983 — 1988: North Sydney Girls' High School: Higher School Certificate
- 1989 — 1992: University of Technology, Sydney: BA (Communications) majoring in Writing, and Social/Political Theory.
- 1993 — 1994: University of Technology, Sydney: BA (Communications)(Honours), Distinction
- 2001 — 2004: RMIT University: MA (Communications), High Distinction
- 2006: RMIT University: Certificate IV in Business (Small Business Management)

Awards & Appearances

- 1996: Guest, *http://* program, ABC television
- 1997: Guest speaker, Spring Writers' Festival
- Chair, AIC Web Advertising Conference
- Co-ordinator, "Future of the Internet" panel, Macromedia User Conference
- Finalist, Best Editor, IT Writers' Awards for *internet.au*
- 1996 — 2000: Judge, Australian Internet Awards
- 1998: Selected for "30 most successful women under 30", *Cosmopolitan Magazine*
- 1999: Australian delegate, Consumers International Project on Electronic Commerce
- 2000: Participant in Digital Dominance video project for Museum of Victoria
- 2001: Panel guest, *Aftershock* program on cyborgs, ABC television
- 2001: Judge, AIMIA awards
- Guest lecturer, "New media and narrative", Monash University
- 2003: Scholarship for Outstanding Achievement, RMIT, MA (Communications)
- 2003 — 2004: Guest lecturer, "Citizenship and the Digital Divide", RMIT University
- 2004: Honorary Fellow, University of Melbourne
- 2009: Public Interest Advocacy Centre Human Rights Promotion award

Referees & Samples

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

