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Rosanne Bersten

Career Summary

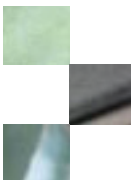
I am a writer, editor and cultural commentator with 12 years' experience producing lifestyle and youth culture magazines in print and online. I have built a media profile in radio and television, judged awards, presented at conferences and taught journalism at Melbourne University.

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 & editing (Melbourne University)
- » Launch editor, *Unique Traveller* magazine
- » *Forget the Rules* mobile soap received award at Cannes 2006
- » Launched own company, Vanguard Media, and published *64* magazine and *11°south* magazine

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
- » assessment and filtering
- » 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

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 free 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%)

April 2006: Sub-editor, International Federation of Journalists, Melbourne

- Responsibilities: » Copy-edited *Journalism in Troubled Times: The struggle for press freedom in South Asia, 2005–2006*, International Federation of Journalists (contract position)

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.

March–June 2005: Launch editor, Unique Traveller Magazine, Viamedia (contract position)

- Responsibilities: » Develop, commission, edit and oversee production of launch issue

April 2005: Guest Editor, Australian Macworld Magazine, Niche Media

- Responsibilities: » Edit June 2005 issue as holiday relief for regular editor

December 2004: Proofreader, Deaflympics Program, Viamedia (contract position)

- Responsibilities: » Identify and correct all errors in Quark XPress pages

May–June 2004: Research Assistant, Border Knowledges Project, RMIT (contract)

- Responsibilities: » Assist Professor Cathy Greenfield develop research parameters
- » Develop database of relevant broadcast media
- » Acquire tapes of broadcast material for analysis

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

- Responsibilities: » Organising attendees for XI MediaLab incubator
- » Assisting Lab mentors in creative assessment of projects
- » Video journalist for archival DVD

2002–2005: Freelance writer

- Clients include: » Fairfax, Text Media, Niche Media, Viamedia
- Highlights: » 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*
- » Wrote human rights articles for Amnesty International Newsletter
- » “Hub Mobile” columnist, *Australian Macworld Magazine*

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

- Responsibilities: » Sub-editing weekly community magazine (117,000 circulation)
» Managing production processes
» Co-ordinating three full-time staff (art-director, staff writer, photo editor)
- Achievements: » Introduced production processes to reduce all staff overtime hours to zero

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

- Responsibilities: » Editing successful newspaper-inserted magazine (450,000 distribution)
» Managing art-director, sub-editor, staff writer and editorial assistant.
» Commissioning and editing all copy, consistently meeting or coming in under the contributor budget of \$11,000 per month.
» Writing copy, conducting key interviews and developing special issues.
» Strategic development of story lists in consultation with the publisher.
» Overseeing publicity information for the magazine, writing press releases for special issues and editing and rewriting material aimed at advertisers.
- Achievements: » Introduced production processes to reduce all staff overtime hours to zero.
» Highly successful magazine widely acknowledged as a unique offering in the market that satisfied reader target market perfectly.
» Developed prestigious “30 rising stars” annual issue.

1999 — 2001: Editor, “Livewire”, *The Age* (concurrent with *e)mag*), Fairfax

- Responsibilities: » Editing the eight-page technology insert in *The Age’s Green Guide*.
» Sourcing contributor & wire service copy on extremely limited budget.
» With Art Director, developing visually effective stories in limited space.
- Achievements: » Successfully delivered quality material on time for weekly deadline.
» Broke a story on DVD hacking; interviewed Hugh Jackman.

1998 — 1999: Editor, *CHOICE* Online, Australian Consumers’ Association

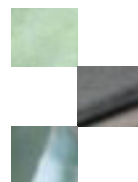
- Responsibilities: » Editing and producing www.choice.com.au
» Editing bi-monthly print supplement to CHOICE magazine
» Developing and managing ACA intranet
- Achievements: » Shepherded CHOICE Online from free to pay-per-view/subscription site.
» As part of management team, assisted in large scale corporate change to re-focus testing output from print to electronic delivery.
» Ran Australian end of Consumers’ International project on e-commerce.
» Assisted in Australian response to 1999 OECD Forum on E-commerce.

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

- Responsibilities: » Founding editor, *internet.au*, a cutting edge newsstand-based magazine about the Internet and digital culture at the cusp of Australian consumer take-up.
» Commissioning and editing all copy on a \$4000 per month budget.
» Strategic development of story lists in consultation with publisher.
» Simultaneously editing *Australian netDirectory*, a quarterly newsstand title and *The Net Starter Guide*, an annual handbook for Internet beginners.
» From 1997, editing cnet Australia (www.australia.cnet.com). Oversaw daily updates and local news; co-ordinated with US-based parent site.
- Achievements: » Grew the magazine from launch to 25,000 circulation.
» Oversaw the integration of *Internet Australasia* content.

1994 — 1995: Trainee then Associate Editor, *Australian Macworld*, IDG.

1992 — 1994: Various positions including freelance desktop publishing (Axis), freelance proofreading and copy-editing (Hale & Iremonger, Power Publications) and bookseller (Galaxy Bookshop).





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

- 1997: Finalist, Best Editor, 1998 IT Writers' Awards for *internet.au*
- 1998: Selected for "30 most successful women under 30", *Cosmopolitan Magazine*
- 2003: Scholarship for Outstanding Achievement, RMIT, MA (Communications)
- 2004: Honorary Fellow, University of Melbourne

Referees & Samples

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

