

Erin Scottberg

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Experience

Research Editor, *Popular Mechanics* magazine *April 2008 to present*

300 W. 57th Street, New York, NY, 10019-5899. www.popularmechanics.com

Previous positions held at PM: staff researcher, September 2007 to March 2008; ASME intern, summer 2006

- Responsible for the factual accuracy of all information in the print magazine; advise Web site on fact-check issues on an as-needed basis.
- Hire and train a staff of three, including budgeting, hiring freelance help and scheduling all departmental employees.
- Vet all stories for legal issues and work with edit and legal teams to address any problems.
- Supply supplemental reporting as needed, including writing sidebars, finding additional sources and getting up-to-date figures and stats.
- Prep the editor-in-chief for on-air interviews, including appearances on CNN, NBC and NPR.
- Act as a liaison between the edit and art departments to oversee the creation of illustrations, graphs and diagrams.
- Planned and executed the 2008 PM Breakthrough Awards, included coordinating all logistics of an awards presentation and Gallery of Winners honoring 20 innovators.
- Covered E3 in Los Angeles in July, 2008: Filmed video footage and edited for same-day presentation, live blogged press conferences and provided multiple posts per day to PopularMechanics.com.

Web producer, *Laptop* magazine, *Bedford Communications* *August 2007 to September 2007*

1410 Broadway, 21st Floor, New York, NY, 10018. www.laptopmag.com

- Produce content for Laptopmag.com, including editing photos and video for presentation on the Web.
- Helping redesign the Web site to increase visibility, usability and accessibility.

Assistant editor, *Laptop* magazine, *Bedford Communications* *March to July 2007*

- Head researcher for *Laptop* magazine, Laptopmag.com and all special issues.
- Edited the "Arrivals" section in the front of book, which included selecting cutting-edge products, obtaining art and writing blurbs.
- Wrote "On the Radar," a monthly column about the future of mobile technology.
- Managed and trained freelance fact-checkers.
- Devised a new fact-checking system to streamline the editorial process.
- Tested and reviewed digital cameras.
- Frequently wrote product spreads and trend stories for the magazine, and features for the Web site.

Reporter, *Audubon Magazine* *February to March 2007*

225 Varick Street, New York, NY, 10014. www.audubonmagazine.org

- Pitched and wrote "Field Notes" articles for front of book.
- Fact-checked features and news stories.
- Researched and wrote "Call to Action" notices for Web site to inform readers of important environmental issues.
- Wrote book reviews.

Editor in chief, *Buzz* magazine *spring 2006 and fall 2006*

Illini Media Company, 512 E. Green St., Champaign, Illinois 61820. www.readbuzz.com

- Previous positions held at *Buzz*: calendar editor, community editor, calendar coordinator, reporter.
- Hired, trained and managed payroll for more than 50 employees.
- Worked in a converged newsroom: matched editorial content with radio shows and stories in the daily student paper.
- Produced a 56-page "Best of CU" issue: Designed a multimedia voting campaign that earned more than 7 times as many reader votes as last year's "Best of CU" issue. I also chose categories, edited and art directed the issue.
- Planned and executed the "CU Local Music Awards," including all editorial and radio coverage, voting and the event itself, which included live performances.

Noteworthy Freelance: contributing editor at Lemondrop.com; contributing editor at FamilyGroove.com

Education

University of Illinois at Urbana-Champaign, December 2006

Bachelors of science in print-editorial journalism, minor in English; Journalism GPA: 3.8, overall GPA: 3.5. Dean's List recognition.

Skills

- K4 server system
- HTML, CSS and SEO
- Adobe Photoshop, InDesign, Illustrator, InCopy, Dreamweaver
- Final Cut Express
- LexisNexis database queries
- AP and Chicago style