

DANA JAFFE

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Executive Summary

Communications professional with a journalism background. Experience in editing, performing under deadline, creating compelling copy and using social media.

Experience

The Birmingham News, Birmingham, AL

Reporter for municipal government and education issues in northeastern Jefferson County (January 2008 – February 2010)

- Established professional relationships with each city's key leaders (i.e. mayors, principals, business owners and developers)
- Covered community news with a focus on Center Point, Tarrant and Pinson for the weekly zone sections
- Demonstrated ability to work both independently and on a team by generating original story ideas and collaborating with other reporters to complete section
- Posted breaking news and weekly stories online
- Developed photo assignments to supplement articles and used photography skills to aid section as needed

The City Scene, Birmingham, AL

Freelancer for the weekly publication of the Birmingham News focused on local entertainment (August 2007 - January 2008)

- Published music, arts and nightlife features
- Provided stories with a youth appeal that gave fresh perspective to the weekly's existing coverage

Current Publications, Mobile, AL

Editorial Intern for the newly created specialty publications (an entertainment weekly, a monthly family magazine and a society magazine) for the Mobile Press-Register (May 2007-July 2007)

- Specialized in feature writing, covering stories at both local and national levels
- Developed stories for three publications, targeting widely diverse audiences
- Edited printed pages, calendars and freelancers' stories

The Auburn Plainsman, Auburn, AL

Staff Writer / Associate Intrigue Editor for the award-winning weekly campus newspaper (August 2005 – May 2007)

- Produced at least one section-front feature article a week and took photographs to accompany stories
- Assembled entertainment calendar
- Managed staff writers, assigned stories and edited drafts
- Created story ideas and page layout concepts for issues

Birmingham Weekly, Birmingham, AL

Intern for the alternative weekly (May 2005 - August 2005)

- Drafted short features about bands
- Performed various administrative tasks
- Wrote briefs about local entertainment events

Other Related Experience

The Bottletree Cafe, Birmingham, AL

Event Promotions for the live music venue (October 2009 - Present)

- Coordinate advertising for upcoming events

Greater Birmingham Humane Society, Birmingham, AL

Volunteer for the largest and oldest humane society in the state (July 2009 - Present)

- Assist with the organization's writing needs i.e. creating internal newsletters, ad scripts and Web site content

The Auburn Circle, Auburn, AL

Non-Fiction Staff for the semiannual campus literary magazine (August 2005 – May 2007)

- Reviewed entries and made selections for the non-fiction portion of the issues

WRAX - 107.7, Birmingham, AL

PR Intern for the alternative radio station (May - August 2004)

- Acquired insight into broadcast journalism, interacted with prize winners and helped prep for concerts

Education

Auburn University, Auburn, AL

Bachelor of Arts in Journalism; 2007

References

Mike Cason

Assistant Metro Editor, The Birmingham News
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Hunter George

Executive Editor, The Birmingham News
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Glenny Brock

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