PATRICK VEREL

(917) 405-0537 – pverel@gmail.com – patrickverel.com – Brooklyn-Based

EDITORIAL DIRECTOR
MULTIMEDIA - CONTENT - PRODUCER

Leverages two decades of communications experience in media and academic environments, across journalism, external media relations, and internal communications. Dynamic and conceptual thinker who thrives in a collaborative environment and brings creativity to any project. Adept at communicating through multiple platforms. Flexible team player who can produce high-quality content on a tight deadline. Advocate whose passion for city-living, sustainably, and equity led to the completion of a master's in urban studies.

- Target content for audience segments
- Translate complex issues/concepts
- Social media/blogging
- Podcast host/producer
- Photographer/videographer
- MailChimp marketing platform
- AP Style mastery

CAREER SUMMARY

Associate Editor, *Fordham News*, New York NY   **2019-present**
Assistant Editor   **2007-2019**

Collaborate with the staff of nine colleges in a major research university in New York City to publicize programs, achievements, and research. Work with director of communications to conceive, assemble and distribute a weekly newsletter to 30,000 students, faculty, and staff. Report, write, and publish 70 stories per year on the university's website.

- Published the first comprehensive article about the university's pivot from in-person learning to online learning in March 2020. The 2,400-word story featured input from nearly a dozen stakeholders, from the provost's office to faculty to tech support.
- Provided next-day coverage of the highest-profile events on the university calendar, including commencement ceremonies, capital campaign launches, gala fundraisers, donor profiles, and building ribbon-cutting ceremonies.
- Produced a series of videos highlighting the 50th anniversary of the Louis A Calder Center, Fordham's biological field station in Armonk, N.Y.
- Recorded 47 episodes of *Fordham News* podcast, dating back to 2016. From a debut episode of three minutes, productions have grown exponentially more sophisticated and complex, with current episodes focused on one topic and multiple guests.
- Photographed live events such as lectures, and panel discussions using DSLR cameras.
- Wrote in-depth profiles of research by faculty and students in the sciences, religion, law, business, and education.

Freelance Correspondent   **2005-2007**

Provided coverage of the arts scene in Fairfield County, Connecticut, and surrounding regions for the Sunday section of *The New York Times.* Covered local news features for the daily newspaper *amNewYork.*

- Leveraged experience in local art scene to successfully pitch a long-form story about community theater in Connecticut.

- Covered the announcement of a groundbreaking partnership between Yale University and a homeless advocacy group to provide housing for disabled veterans*.*

Staff Writer, *Augusta Chronicle*, Augusta, GA   **2003-2005**

Reported on and wrote lifestyle, food, entertainment, garden, and health stories for the feature section of Augusta's daily newspaper. Promoted upcoming stories on live newscasts on local television.

Staff Writer, *Stamford Advocate,* Stamford, CT   **2000-2003**
Editorial Assistant   **1998-2000**

Conceived and wrote stories for the features section of Stamford's daily newspaper. Wrote concert previews and CD reviews for entertainment section, including special coverage of Woodstock '99.

SPECIAL PUBLICATION

Author and Photographer, *Graffiti Murals: Exploring the Impact of Street Art*   2015
Adapted a master's thesis published in 2013 into a general interest book widely available for purchase. The thesis, which revolves around six case studies of legal graffiti murals in the New York metropolitan area, makes a passionate case for municipal support for a vibrant local art form. The thesis has been downloaded 1,000 times, and the book was featured in a live interview on WPIX television and in *The New York Times* 2015 holiday gift guide.

EDUCATION

Fordham University, Bronx, NY
M.A. Urban Studies

St. John's University, Queens, NY
B.S. Journalism