

Patrick Berkery

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Highly efficient, reliable producer of digital news and feature content for multiple daily newspapers/media properties. Exceptionally precise copywriter and editor. Skillful CMS supervisor and social media manager. Agile audio/video editor and engaging podcast and video host. Accomplished, longtime features writer who's also a GRAMMY®-winning professional musician.

Experience

Digital Content Specialist/Producer, **GateHouse Media** (Bucks County Courier Times, The Intelligencer, Burlington County Times) – Jan. 2007 to Feb. 2019

- Plan, create and manage web and mobile content (news and breaking news, sports, opinion, lifestyle, and entertainment) for three daily, suburban Philadelphia newspapers/websites under two owners: Calkins Media (2007-2017) and GateHouse Media (since July 2017)
- Determine story placement and emphasis; write, edit, and proofread copy; create or coordinate all headlines, story assets, and photo captions
- Plan, schedule, write and post social media content for multiple accounts, and engage with users
- Assign, edit and integrate weekly content contributions from freelancers
- Ensure that all content is optimized for SEO, and perform analytics, functionality and quality assurance system checks
- Write scripts and produce multiple, daily video news programs (from three to 30 minutes in length)
- Write, edit, and host weekly news, sports and entertainment video shows and podcasts
- Skills & systems utilized: Adobe Creative Suite, HTML, Audacity (audio), OmnyStudio (audio), CMS (various products), Final Cut Pro, Google Analytics, iMovie, Photoshop, Microsoft Excel, MailChimp, TweetDeck, Hootsuite, Social News Desk
- Integrated other programs as need to optimize user experience (UX)
- Buildout and branding of centralized website for all three properties (through 2012); breakout and identity building of these into separate sites (2012-2019)

Contributor, **Modern Drummer** – Oct. 2005 to present

Pitch, research, write, and/or fulfill assignments to produce feature and business stories (including many cover stories featuring major artists), and other content for specialty music publication

Professional Musician, Sept. 2000 to present

Drummer with extensive track record of award-winning recordings and international tours (see more at www.patrickberkery.com), including **GRAMMY** for Best Rock Album (2017)

Copywriter, **TAMA / Hoshino** – Dec. 2016 to Dec. 2018

Wrote promotional copy for advertising and social media campaigns, newsletters, and in-store materials and displays for drum and percussion manufacturer

Contributor, **Salon.com** – Feb. 2015 to Nov. 2016

Pitched, researched and wrote in-depth arts and entertainment feature stories for prominent news, culture and opinion outlet

Contributor, **Philadelphia Inquirer / Philly.com** – Feb. 2002 to Dec. 2015

Pitched, researched, wrote, and/or fulfilled assignments to produce arts and entertainment stories for major market daily newspaper and website

Contributor, **MAGNET** and **Philadelphia Weekly** – 1997 to 2010

Pitched, researched, wrote, and/or fulfilled assignments to produce music and sports stories for monthly consumer magazine and alt-weekly newspaper, including bi-weekly and monthly music columns

Music Editor, **Men's Edge** – Feb. 2004 to May 2006

Researched, wrote, and/or assigned and managed music content, including celebrity interviews, for national monthly consumer magazine

Staff Writer, **CDNow.com** – Oct. 1999 to Apr. 2001

Researched, wrote and prepped daily music content for major online music retailer; developed special marketing and promotion projects

Education

B.A. in Communications, Rowan University – Glassboro, NJ

Personal

Known for dependability, flexibility, punctuality and geniality. Proven, recognized ability to meet deadlines and work independently as well as collaboratively. Philadelphia sports fan and cooking enthusiast.

References

Available upon request