

# STEFANIE VALENTIC

S\_VALENTIC@ICLOUD.COM | 216-302-4644

## EXPERIENCE

WASTE360 - INFORMA | AUGUST 2020 - PRESENT  
EDITORIAL DIRECTOR

- Lead the content development and daily operations for Waste360.com and its portfolio of newsletters
- Guide staff, freelancers and contributors to ensure the complexity of content and publication voice is consistent with brand guidelines
- Spearhead development of first editorial calendar for the digital publication in five years
- Manage website redesign and overhaul in 2023-24 with considerations for user experience and ad optimization
- Act as an on-camera and voiceover presence for various multimedia initiatives
- Develop new content and newsletters that could generate additional revenue streams for the brand

EHS TODAY - PENTON/INFORMA/ENDEAVOR BUSINESS MEDIA | APRIL 2014 - AUG. 2020

MANAGING EDITOR (JANUARY 2020 - AUGUST 2020)

SENIOR EDITOR (APRIL 2019 - JANUARY 2020)

ASSOCIATE EDITOR (JUNE 2016 - APRIL 2019)

- Write or edit up to 20 online news stories per week about topics such as workplace violence and OSHA regulations
- Craft compelling 1,000 – 1,500 word feature pieces for print publication
- Lead team comprising of senior editor, freelancers and contributors
- Manage production of print magazine and all newsletters
- Source speakers and play an integral part in planning annual tradeshow/conference

MANAGER, DIGITAL EVENTS/VIRTUAL SHOWS (JULY 2015 - JUNE 2016)

DIGITAL EVENT PROJECT LEADER (APRIL 2014 - JULY 2015)

- Manage production for up to 20 webcasts per month from point of sale to final metrics report
- Develop graphics including HTML emails, Web ads, event console and general look of event
- Provide technical support during implementation and execution of events
- Generate quality marketing leads through the utilization of established Penton B2B brands

VECMAR COMPUTER SOLUTIONS | NOV. 2012 - FEB. 2014 | PRODUCT MARKETING MANAGER

MEISTER MEDIA | NOV. 2010 – NOV. 2012 | ONLINE EDITOR

GIE MEDIA | JUNE 2008 – APR. 2009 | CONTRIBUTING EDITOR

## EDUCATION

KIPLINGER PROGRAM IN PUBLIC AFFAIRS JOURNALISM | 2018

KIPLINGER FELLOW

- Receive cutting-edge training on the latest journalism tools and tactics including data visualization, spreadsheets, social media, video editing and more
- Discuss the state of journalism with award-winning journalists at top organizations
- Strategize with other fellows about how to use new tools and tactics to improve journalism

OHIO UNIVERSITY | CLASS OF 2009

BACHELOR OF SCIENCE IN JOURNALISM

SPECIALIZATION: BUSINESS AND ECONOMICS

LAKELAND COMMUNITY COLLEGE | KIRTLAND, OH

CERTIFICATES: INFORMATION TECHNOLOGY (IT) SPECIALIST, IT PROFESSIONAL

## SKILLS

Adobe: InDesign, InCopy, Photoshop, Illustrator, Dreamweaver  
WordPress, Drupal  
HTML and CSS  
Microsoft: Word, Excel, PowerPoint Access  
Video Editing: Camtasia, iMovie  
Newsletters  
Social Media: LinkedIn, Facebook, Twitter, Instagram

## VOLUNTEER/EXTRACURRICULAR

SOCIETY OF PROFESSIONAL JOURNALISTS, CLEVELAND PRO CHAPTER  
MEMBER SINCE 2008 | PRESIDENT 2020-2021

CIRCULAR CLEVELAND AMBASSADOR | 2021 - PRESENT  
CUYAHOGA COUNTY RECYCLING AMBASSADOR | 2021 - PRESENT  
MEMBER, SOCIETY OF ENVIRONMENTAL JOURNALISTS  
MEMBER, PRESS CLUB OF CLEVELAND

## AWARDS

2021 ALL OHIO EXCELLENCE IN JOURNALISM | PRESS CLUB OF CLEVELAND  
AWARDS

FIRST PLACE - Features: General "Survivor Stories: Negotiating Safety" | EHS Today

SECOND PLACE - Features: Personality Profile "Old Brooklyn Nurse Practitioner  
reflects on career and the pandemic" | Old Brooklyn News

SECOND PLACE - Features: Personality Profile "Industry Veteran Chaz Miller  
Reflects on the Last 50 Years of Recycling" | Waste360

SECOND PLACE - Features: Trends A Dream for Safer Roads | EHS Today

ASBPE – BRONZE AWARD

American Society of Business Publication Editors | Northeast Region | 2021  
Tradeshaw/Conference Coverage and Content | Waste360

2020 OHIO SOCIETY OF PROFESSIONAL JOURNALISTS (SPJ) AWARDS

FIRST PLACE -

Best General Story

"Dank Dilemma: The Unregulated CBD Market and Drug Testing" | EHS Today

2019 ALL OHIO EXCELLENCE IN JOURNALISM | PRESS CLUB OF CLEVELAND

SECOND PLACE -

General News Column "History Repeats Itself" | EHS Today

THIRD PLACE -

Features and Trends "How Pre-task Exercises Build a Strong Safety Core" | EHS Today

ASBPE – BRONZE AWARD

American Society of Business Publication Editors | Heartland Region | 2017  
Regular, Staff Written Column "Sincerely Stefanie" | EHS Today

## ADDITIONAL INFORMATION AND CLIPS

CLIPS:<https://authory.com/StefanieValentic>

 <http://www.linkedin.com/in/stefanietoth>

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 StefTalksTrash

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