

ERIK LORENZSONN

Writer | Editor | Audio Producer

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eriklorenzsonn.com

Job History

Digital News Editor {Wisconsin Public Radio} Feb. 2013 - Dec. 2020*

Edited news stories for WPR.org, working with reporters to cover Wisconsin's political, economic and cultural landscape and adapt radio stories into compelling digital content.

- Wrote headlines, designed layouts and managed content flow on WPR.org using CMS, SEO best practices.
- Led data-driven reporting projects on election polling, state budgets, and COVID-19 using D3.js, Tableau, SQL.
- Coached staff on writing effective digital content; spearheaded daily copy editing, AP Style editing.
- Wrote breaking news and analysis pieces; as of 2020, multiple articles were among 50 most-visited on website.

** Non-consecutive years; returned to WPR after working for the Cap Times (see below).*

Reporter and Podcast Producer {The Cap Times} May 2016 - Oct. 2019

Wrote news stories and produced podcasts at one of Madison, Wisconsin's foremost media outlets.

- Wrote short and longform stories on startups, culture, and city politics for both print and digital platforms.
- Launched and directed a podcasting initiative, producing and developing six award-winning shows.
- Generated podcast advertising revenue through engaged listener base, surpassing 100,000 downloads.
- Hosted podcast on municipal politics, featuring interviews with two mayors and prominent public servants.
- Emceed live events and interviews on topics like transit, social media and local elections.

Audio Producer & Editor {Freelance} May 2021 - July 2022

Guided creators and institutions in podcast creation, from ideation to recording, editing to mastering.

Education

Bachelor of Arts {Vassar College} Sept. 2008 - May 2012

Political Science major; Economics minor.

Awards & Skills

Wisconsin Broadcasters Association awards 12 with WPR, including breaking news, best website.

Wisconsin Newspaper Association awards Best explainer journalism, 2019; best podcast, 2019.

Milwaukee Press Club awards Best profile, 2018; best explainer audio journalism, 2019.

Reynolds Center for Business Journalism certified Business journalism excellence, 2017.

Background in statistics, data analysis, visualization mySQL, R, D3.js, Tableau, Excel.

Social media management, analytics Managed 10,000+ follower Facebook, Twitter accounts.

Audio editing, mixing recording, distribution Adobe Audition, Pro Tools, Hindenburg Journalist.

Speak proficient level 6 French Je parle en français à niveau 6 avec compétence.