

LEXI BELCULFINE LEXIBELCULFINE.COM

EDUCATION

Bachelor of Arts, Journalism
The Pennsylvania State University
University Park, Pa. · 2008 – 2012

- Swam with great white sharks in Gansbaai, South Africa for a McClatchy Newswire story
- Studied writing and editing, multi-platform storytelling, women's studies and Italian

Women's Leadership Accelerator
Online News Association
LA, NYC, DC · 2017

CAUSES

Local Leader
Online News Association
Feb. 2018 – present

Interim secretary, Board of Directors
Daily Collegian Alumni Interest Group
June 2013 – present

Active Member: NLGJA,
Pittsburgh Black Media Federation,
Women's Press Club of Pittsburgh

LET'S TALK

- @lexibelc
- lexibelc@gmail.com

JOURNALISM EXPERIENCE

THE INCLINE · PITTSBURGH, PA.

FOUNDING EDITOR · July 2016 - present

- Launched Spirited Media's second local site in Sept. 2016 and hired editorial staff
- Developing and executing editorial and audience development strategies and experiments
- Editing articles and developing story ideas
- Overseeing newsletter production and creation; redesigned newsletter to convey values
- Working with sales and events staff to host events
- Implemented a membership program in early 2018 and developed member drives with News Revenue Hub
- Designed audience-driven reporting projects and templates for other sites to implement best practices
- Established editorial collaborations with HuffPost, 90.5 WESA, Report for America, and 100 Days in Appalachia

PITTSBURGH POST-GAZETTE · PITTSBURGH, PA.

REPORTER · Jan. 2013 - July 2016

- Covered city government, criminal and civil courts, crime, breaking news and general assignment stories for website and daily and Sunday print products, including Franklin Regional High School mass stabbing and a train derailment and massive explosion in West Virginia

COPY EDITOR & DESIGNER · May 2012 - Jan. 2013

- Edited news and sports articles; designed and proofed daily newspaper; wrote headlines and photo captions
- Copy desk intern, summer 2011 and winter break 2011-12

THE DAILY COLLEGIAN · STATE COLLEGE, PA.

EDITOR-IN-CHIEF · April 2011 - April 2012

- Managed about 175 editors, reporters, photojournalists and designers at Penn State's independent, 20,000-circulation student-run daily newspaper during my senior year of college
- Organized and led award-winning breaking news and investigative coverage of the Jerry Sandusky child sex abuse scandal and the death of former Penn State football coach Joe Paterno

REPORTER & COPY EDITOR · Aug. 2008 - April 2011