

LEXI BELCULFINE

LEXIBELCULFINE.COM

NOTEWORTHY

- Participant, Online News Association Women's Leadership Accelerator, 2017
- Panelist, SXSW 2018: How National Media Can Be a Good Partner to Local
- Moderator, ONA 2018 Table Talks

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 viral McClatchy Newswire story
- Studied writing and editing, multi-platform reporting, poetry, women's studies, and Italian Continuing Education
- PolitiFact Palooza, 2018
- Lenfest Institute Unconference on newsletters, 2018

CAUSES

- Local Leader, ONA
- Collegian Alumni Interest Group
- NLGJA
- Pittsburgh Black Media Federation

LET'S TALK

- @lexibelc
 - lexibelc@gmail.com
- P.S. Click headings for more.

FOUNDING EDITOR

The Incline · Pittsburgh, Pa. · July 2016 - present

STRATEGY & IMPACT

- Launched Spirited Media's second local site in Sept. 2016
- Leading and executing editorial and audience development strategies and experiments with agile methodology

NEWS

- Covered and planned response to Tree of Life massacre, police shooting of Antwon Rose II, and local and national elections
- Editing all articles and writing SEO-friendly headlines
- Developing stories with reporters, photographers and designers
- Collaborated with PolitiFact, HuffPost, Report for America, 100 Days in Appalachia, and local television and radio
- Hiring newsroom staff and local freelancers
- Leading budgeting and goal- and OKR-setting meetings

AUDIENCE DEVELOPMENT

- Overseeing daily newsletter production and social media
- Redesigned newsletter to convey values
- Created audience-driven reporting projects and templates for other network sites to implement best practices
- Utilizing Google Analytics and Parse.ly to track values-based goals and Crowdtangle to follow local trends

MEMBERSHIP & REVENUE

- Implemented a membership program in early 2018
- Created member drives and timely asks with News Revenue Hub
- Attended Facebook Membership Accelerator
- Working with sales and events staff to host profitable events

REPORTER & COPY EDITOR

Pittsburgh Post-Gazette · Pittsburgh, Pa. · May 2012 - 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
- Edited local, national and international news and sports articles; designed and proofed daily newspaper; wrote headlines and photo captions

EDITOR-IN-CHIEF

The Daily Collegian · State College, Pa. · April 2011 - April 2012

- Organized and led award-winning coverage of the Jerry Sandusky child sex abuse scandal and the death of Joe Paterno
- 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
- Lead arts and campus staffs, worked on the copy desk, and covered administration and campus from Aug. 2008 - April 2011