

Sonja Sherwood

215.840.0130

flynnnsdaughter@yahoo.com

I am a writer skilled in producing magazines, newspapers, e-newsletters, social campaigns and internal communications and tuning them to audience and platform. As a journalist I've focused on entrepreneurship, finance, politics, equity, academic research, and education and assisted academic authors with book chapters, journal articles and research. I thrive on producing rich content and signature publications that serve audiences and brands alike.

Experience

Drexel University | June 2013–present

Executive director, publications

I lead a content team that produces award-winning brand journalism, internal communications, executive messages and social content for Drexel's owned media (e-newsletters, websites, magazines, annual reports, social, brochures), optimized for an array of audiences and platforms.

Philadelphia Business Journal | January 2006–June 2013

Editor, special reports and social engagement

Produced 52 special enterprise reports annually. I managed social media engagement as the newsroom shifted to digital first, launched an award-winning regional lifestyle magazine, and coached great work from interns and freelancers. A special issue I came up with won "Best of the Best" from the Society for Business Editors and Writers. Represented the paper at award presentations and on the radio.

DiversityInc.com (Newark, N.J.) | October 2004–January 2006

Writer and associate managing editor

Reported on women's issues for a digital startup that publishes corporate diversity rankings. I wrote deeply researched feature articles, tracked production, and ideated standalone issues. In 2005, the company sent me to South Africa to write the publisher's first global special report.

Book researcher (Philadelphia) | June 2003–October 2004

Assisted several academics with scholarly publications. Researched legal cases for *Civic Ideals*, a book on constitutional democracy by Rogers M. Smith. Ghostwrote a chapter for a book on social media.

Chief Executive Group (New York City/New Jersey) | February 2000–February 2002

Associate Editor, *Chief Executive*

Launched a magazine section covering finance and governance trends, with interview “gets” including Intel’s Andy Grove, Dell Computer’s Michael Dell and Gucci’s Dominico de Sole.

Bill Communications / VNU USA (New York City) | September 1998–October 2000

Group Managing Editor

Covered the beer and wine industry and managed the monthly production of a B2B magazine and its foreign-language sister publication.

New Wine Press Inc. (Eugene, Oregon) | June 1996–July 1998

Associate Editor, *Brewing Techniques*

As part of a small team, learned all aspects of editorial project management for a peer-reviewed craft brewing magazine. Researched every known hop and malt variety for a brewer’s directory.

References available on request.

Education

Drexel University, LeBow College of Business

Digital marketing certificate (enrolled summer 2022)

University of Pennsylvania

MA: Political science

University of Oregon

BA: Journalism

BA: English

University of East Anglia (United Kingdom)

Creative writing

Tools / Skills

Communication | Word • Outlook • Excel • PowerPoint

Collaboration | SmartSheets • Teams • SharePoint • One Drive

Creative | InDesign • Photoshop • Canva • dSLR

Content | Sitecore • Krang • Mailchimp • WordPress

Community | Facebook • LinkedIn • Instagram • Twitter • Reddit

Research | Qualtrics • LexisNexis • FirstSearch • ProQuest • Jstor

Personal | Texas Hold’Em • Web3 • Gardening • Kayaking • Fishing

Honors

- Drexel 2030 Strategic Plan implementation team, internal communications & digital infrastructure committee.
- Public Relations Society of America (Philadelphia), team award (ladle), "Drexel's Coronavirus Response — Internal Communications," 2021.
- College and University Public Relations and Associated Professionals, silver CUPPIE (magazine), "Summer 2019 Entrepreneurship Issue," 2020.
- College and University Public Relations and Associated Professionals, bronze CUPPIE (social media campaign), "#Drexel125 Founder's Mustache Instagram Campaign," 2018.
- College and University Public Relations and Associated Professionals, bronze CUPPIE (website redesign), "Drexel Magazine Website Redesign," 2018.
- College and University Public Relations and Associated Professionals, silver CUPPIE (print magazine), "Drexel Magazine 125th Anniversary Edition," 2018.
- Public Relations Society of America (Philadelphia) team award (pepperpot), "Drexel's 125th anniversary," 2018.
- Eagle Award for employee excellence, American City Business Journals, 2009.
- "Best of the Best," Society for Business Editors and Writers, "cost of crime," 2008.
- Keystone Press Awards, first place (special report), *Philadelphia Life* magazine, 2008.
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