

Robert Sberna

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PROFESSIONAL EXPERIENCE

2000 — present, Freelance Writer (Cleveland, OH)

* Contributed more than 800 articles to various sections of *The Plain Dealer*, including articles targeting the finance, healthcare, nonprofit, and real estate markets. From 2003 – 2006, served as principal writer for *The Plain Dealer's* weekly Mosaic section, which profiled and covered Cleveland's various cultural and ethnic communities.

* On a regular basis, contributed articles to various regional and national publications, including *Crain's Cleveland Business*, *Ohio Magazine*, *Northern Ohio Live*, *Inbound Logistics*, and *Leadership for Manufacturers*.

* In 2006, co-authored "Greater Cleveland Mosaic," an in-depth look at Northeast Ohio's international heritage. The 242-page book spotlights the area's 117 ethnic populations, with emphasis on their traditions, faiths, and cultural attributes.

2002 — 2003, Editor, Ohio Golf Magazine

* Oversaw content and editorial direction for statewide publication (30,000 circulation). Responsible for developing and producing articles, managing freelance writers, and coordinating publication schedule.

1996 — 2000, Communications Specialist, Federal Reserve Bank of Cleveland

* Responsibilities included drafting speeches for the Bank's president and first vice president, creating video scripts for public education, and writing/editing articles for various internal and external publications.

1994 — 1995, Advertising Copywriter, Nationwide Advertising (Cleveland, OH)

* Produced recruitment advertising and special projects for a wide range of clientele.

1985 — 1994, Account Executive, PaineWebber and Kidder, Peabody (New York)

* As NASD Series 7-licensed investment consultant, developed financial strategies for client accounts, focusing mainly on fixed income investments.

1983 – 1985, Newsreporter, Norwalk Reflector, daily newspaper (Norwalk, OH)

* Covered police beats and county offices.

1981 – 1983, Newsreporter, Geneva Press, daily newspaper (Ashtabula, OH)

* Covered city council and school board. Also contributed general interest articles.

1980 – 1981, Editorial Assistant, WKYC-TV, NBC affiliate, (Cleveland, OH)

* Tracked news stories, covered Northeast Ohio police beats, wrote and compiled newscasts.

EDUCATION

Ohio University (Athens, OH) ~ BS in Journalism (Newsreporting concentration)

COMMUNITY SERVICE

Volunteer, International Visitors Program, Cleveland Council on World Affairs. Serve as host for visitors from various countries.

Volunteer, Angelman Syndrome Foundation (Cleveland, OH).

PROFESSIONAL AFFILIATIONS

Member, Society of Professional Journalists (Cleveland, OH)