

# SHARON ADARLO

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## PROFESSIONAL EXPERIENCE

### **COMMUNICATIONS SPECIALIST**

July 2019 to present

#### **Princeton University**

Manage and provide content for the communications infrastructure for the Center for Statistics and Machine Learning.

- Collaborate with faculty and researchers on features and science/engineering articles.
- Highlight student and alumni research and achievements.
- Help redesign and deploy the new center website, in addition to regular maintenance.
- Produce and edit the center's graphic posters, postcards, and other promo materials.
- Maintain and provide content for the center's social media accounts.

### **FREELANCE WRITER, EDITOR, RESEARCHER**

May 2010 to present

#### **Princeton University, ACLU, CCR, New Jersey Performing Arts Center, etc.**

Perform work as a content writer, copywriter, editor, researcher, and investigator for various organizations. Work includes annual report writing to private investigative work.

- Research, write annual reports for Princeton and the Center for Constitutional Rights (CCR).
- Develop instructional guides and video for Princeton's Office of the Dean of the Faculty.
- Research, write content for 16 teacher resource guides (TRG) for the New Jersey Performing Arts Center. TRGs range in word count from 4,000 to 800 words.
- Researcher and writer for ACLU. Worked on the group's coalition campaign, The New Jersey United for Marijuana Reform Coalition. Job entailed finding and interviewing people impacted by marijuana drug laws and writing about them for an in-house report.

### **FREELANCE REPORTER**

May 2010 to present

#### **The Wall Street Journal, The Daily Beast, Al Jazeera America, The Awl, Patch**

Contribute to Wall Street Journal's Greater New York section in general assignment, breaking news, and real estate features profiling properties. Also successfully pitched and authored features on human interest, environment, entertainment, and political topics for several online publications.

- Coverage of Hurricane Sandy and the cold case of Etan Patz, one of the first missing kids to be featured on milk cartons in the 1970s, published on A1 of The Wall Street Journal.
- Regularly interview political, business, sports, and entertainment personalities, including NJ Gov. Chris Christie, Hillary Clinton, Sen. Cory Booker, rock drummer Tommy Lee, and ex-NBA star Shaquille O'Neal, etc.

### **COMMUNICATIONS SPECIALIST**

Aug. 2015 to Feb. 2018

#### **Princeton University**

Created and managed from the ground up the communications infrastructure for the Andlinger Center for Energy and the Environment, from social media to science/engineering articles featuring the center.

- Produced and edited the center's brochure publications. Managed a team of freelance writers, photographers, and graphic designers.
- Wrote and edited feature articles and press releases for the center and Princeton's School of Engineering and Applied Science.
- Wrote and edited letters and speeches for the center's directors.

**CONTRIBUTING WRITER**

June 2015 to Sept. 2019

**SourceMedia**

Reported on fintech in the wealth management space and banking industry for online websites, including Financial Planning, American Banker, and PaymentsSource. Contributed daily stories, features, analyses, and reported from industry events. Cultivated industry sources and generated social media promotion of content.

- Interviewed C-suite executives from startups and legacy institutions: Bank of America, Capital One, TD Bank, JPMorgan Chase & Co., Wells Fargo, Citigroup, etc.
- Profiled cutting-edge technologies, such as bitcoin, blockchain, artificial intelligence, and virtual/augmented reality. Analyzed industry challenges: bugs, viruses, black hat hackers, etc.

**CRIME REPORTER**

Jan. 2009 to May 2010

**The Newark Star-Ledger**

Crime reporter and writer covering Newark, NJ, for the state's leading daily newspaper.

- Developed contacts such as top police officials, community activists, drug dealers, gang members, and victim advocates in Newark.
- Regularly published front page and state-wide stories that were picked up by wire services.
- Wrote and edited the newspaper's website and daily blog. Continuously updated the feed with fresh content. Utilized good SEO and online content practices.

**REPORTER**

March 2007 to Jan. 2009

**The Newark Star-Ledger, Middlesex County & Newark**

Covered Woodbridge, one of the largest towns in New Jersey, and several other municipalities.

- Covered political campaigns, elections, municipal government, education, and breaking news.
- Landed many front page and state-wide stories that were picked up by news wire services.
- Excelled at crime reporting in Middlesex County and in Newark during the weekends.
- Began as an office receptionist at the Ledger in 2005, and secured a reporting role.

**NEWS CLERK and REPORTER**

May 2005 to March 2007

**The Newark Star-Ledger, Middlesex County & Newark**

Reception duties and daily calls to police departments for news briefs.

- Acted as receptionist for the office, but went above and beyond job description. Became a dependable cub reporter.
- Filled in for the regular cop reporter while he was absent and wrote several stories that went on the front and state-wide pages.

**ARCHITECTURE INTERN**

Oct 2001 to May 2005

- Worked as an intern in several high-end architecture design firms in New Jersey and NYC.

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**SPECIAL SKILLS**

**Social media:** Twitter, Facebook, LinkedIn, Instagram, and Pinterest.

**Online pub:** WordPress, Blogger, Squarespace, Tumblr, Medium, and YouTube.

**Office apps:** Word, Outlook, and PowerPoint.

**Research:** LexisNexis **Outreach:** MailChimp.

**Familiar w/** Excel; HTML; and Adobe Creative Suite such as Photoshop, InDesign, Illustrator, etc.

**Multimedia skills** such as web design & building, photography, video, animation, and art making.

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**EDUCATION**

Bachelor of Science in Architecture, University of Virginia

2001

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**References available upon request.**

