

Orlando R. Lorenzo

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SUMMARY

A stickler for accuracy and clarity who can deliver award-winning headlines and spotless copy while adjusting to unexpected challenges on the fly. Deadline pressure is a welcome companion after more than 25 years in newsrooms where wearing a variety of hats is not only the norm, but a necessity: trainer, writer, columnist, layout editor, copy editor, slot editor, and digital editor crafting SEO-friendly headlines on a variety of Web CMS platforms.

EXPERIENCE

January 2023-present

Senior editor for training

Law360, New York, N.Y.

Running newly hired reporters and editors through a constantly evolving weeks-long training that includes slideshow presentations and practice assignments. Revisit with new hires at the six-month mark to provide feedback on strengths and weaknesses. Work closely with struggling reporters and implement tailored paths to improvement. Create training presentations and workshops on relevant newsroom topics. Support the copy desk as needed through previous senior editor duties.

October 2020-December 2022

Senior editor

Law360, New York, N.Y.

Continuing the work of copy editor and in addition performing first-edits on features and analyses, slotting high-profile and sensitive stories, collaborating on high-profile special projects, and working with new reporters for weeks at a time as part of the final phase of their Law360 training.

September 2016-September 2020

Copy Editor

Law360, New York, N.Y.

Editing in-depth news articles to ensure they meet the desired blend of readability and heft for legal industry readership. Topics include intellectual property, antitrust/competition, public policy, telecommunications and international arbitration.

October 2008-September 2016

Copy Production Editor (promoted from Copy Editor in 2011)

The Record (North Jersey Media Group), Woodland Park, N.J.

Crafted engaging headlines for dozens of news, business, real estate and features stories per shift while ferreting out errors, producing clean, fact-checked copy and enforcing Associated Press and in-house style rules. Worked together with writers to clear up story issues with minimal impact on voice. Kept website updated with breaking local news and content scanned from wires. As slot, endorsed team approach to solving problematic headlines as time permitted.

August 2001-September 2008

Copy editor

Poughkeepsie Journal (Gannett), Poughkeepsie, N.Y.

- Besides high volume of copy editing and headline writing, newswire scanning, photo selection and caption writing:
- Delivered eye-popping features sections that required thinking out of the box and pushing the boundaries of design while incorporating Web components to draw in younger readers.
- Orchestrated the paper's books coverage and created Local Authors feature, giving exposure to writers in the community, and the On the Shelves column, helping library directors attract new patrons.
- Spearheaded a "How to Get Published" guide and the annual Hudson Valley Holiday special section.
- Penned monthly humor column from April 2006 to August 2007 targeting twenty- and thirtysomething readers; created Decade by Decade, a months-long reader interactive for film buffs; and used interest in fashion to produce a suit-buying guide for new college graduates.
- Mentored interns to gauge their strengths and improve their contributions.

SKILLS

- Fluent in Spanish.
- Familiar with Mac and P.C., Google Docs/Slides/Sheets/Forms, Quark Publishing System, Quarkxpress 6.5, Adobe PhotoShop, Saxotech Web Publishing, Microsoft Office and Word, QuickWire, Prestige, Clickability, AGT, MerlinOne, Polopoly, PACER

AWARDS

2019 Law360 Best Headline winner

2015 New Jersey Society of Professional Journalists: First Place, Best Headline

2011 New Jersey Press Association: Second Place, Best Headlines

2007 New York State Associated Press Association Writing Contest: Second Place, Brightest Headline

2007 New York Newspaper Publishers Association Distinguished Headline Writing

EDUCATION

B.A. in Media Studies and English, 2001

Mount Saint Mary College, Newburgh, N.Y.