


LAURA SMITH

 **610 S. 29th St.
Lincoln, NE 68510**

 **laura.leesmith12@gmail.com**

 **(402) 310-0504**

 **@lasmith13_1**

EDUCATION

University of Nebraska-Lincoln

Bachelor's of Journalism | Class of 2013

CONCENTRATIONS: NUTRITION AND ENGLISH

SKILLS

Social media for business marketing, WordPress, SEO, AP style, digital photography, videography, Adobe Creative Suite, Final Cut Pro, iMovie, basic print design, basic HTML, Outlook

PUBLICATIONS

ONLINE: Across the Margin, Obsev, Talking Soup, Noble Brewer, Hear Nebraska, Diary Traveler, Travefy, American Marketing Association, News Net Nebraska, Nebraska Mosaic, Small Bites Online, American Society of Nutrition **PRINT:** Strictly Business magazine, Nebraska Life Magazine, Friend Sentinel, Seward County Independent, Union Pacific Railroad/BNSF newsletters

Freelance Writer

Noble Brewer and Diary Traveler | Mar. 15 - present

Travel writer for Diary Traveler

- Topics include personal travel experiences, timely hot spots and city guides.
- Utilize WordPress CMS
- Maximize SEO on all content
- Posts submitted bi-weekly

Content Creator for Noble Brewer

- Research, write and edit weekly blog posts on any and all beer-related topics
- Format all content in working HTML
- Produce images and gifs for all pieces

Marketing Assistant

Alfred Benesch & Company | Jan. 2015 - present

Proposal Writer and Designer

- Design, write and edit internal and external marketing materials (presentations, brochures, direct mailers and graphics)
- Utilize Adobe Creative Suite (Illustrator, Indesign and Photoshop) daily
- Research skills required to gain understanding before writing proposals

Reporter

Seward County Independent | Feb. 2014 - Dec. 2014

Reporter and Social Media Administrator

- In-charge of 2 Twitter and Facebook accounts. Managed to rise 1 Twitter account by 1,666% in four months
- Responsible for research, interviewing, writing and editing for several news stories each week
- Layout and design pages for weekly editions of Seward County Independent and Friend Sentinel

Corporate Journalist

News Link | May 2013 - Jan. 2014

Journalist and Photographer

- Wrote and edited 80 stories quarterly for internal Union Pacific and BNSF corporate communications
- Traveled bi-monthly to the Western Region of Union Pacific Railroad to conduct on-site and phone interviews
- Shot professional-quality photographs for print/online publications