

# Laura Smith

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 @loraexplora

## EDUCATION

### University of Nebraska-Lincoln

**Bachelor's of Journalism | Class of 2013**

CONCENTRATIONS: NUTRITION AND ENGLISH

## SKILLS

Copywriting, Social media management, Creative thinking, Backpacking, Navigating airports, Brand storytelling, Editing, WordPress/CMS, SEO, AP style, Puns, Digital photography, Videography, Adobe Creative Suite, Final Cut Pro, Stamping Passports, iMovie, Microsoft Office, Basic HTML, Hootsuite, MailChimp, Constant Contact, Event planning

## VOLUNTEERING

Running Buddy for Girls on the Run, Volunteer event coordinator for the Lincoln, NE chapter of Couchsurfing; Volunteer press release writer for the Lincoln, NE chapter of the American Marketing Association

## PUBLICATIONS

**ONLINE:** Out of Wilderness, Matador Network, Pin the Map Project, Across the Margin, Obsev, Noble Brewer, Hello Hustle, Talking Soup, Hear Nebraska, Diary Traveler, Travefy, American Marketing Association

**PRINT:** Noble Brewer, Strictly Business magazine, Nebraska Life Magazine, Seward County Independent

## Social Media Coordinator

**Fort Collins Ale Trail | January 2018 - present**

- Created strategic social campaign for Fort Collins Ale Trail/Donor Trail
- Work with Fort Collins Foothills Rotary committee to develop content to drive sales of app
- Help coordinate and promote Ale Trail Events on social media
- Created social media/public relations toolkit for beneficiaries
- Track analytics to see progress of campaigns
- Serve as community liaison between beneficiaries and Ale Trail for social

## Marketing & Communications Specialist

**Boys & Girls Clubs | June 2016 - February 2018**

Social Media Manager, Content Creator, Graphic Designer

- Developed/managed strategic social media plan
- Managed/monitored all social media accounts
- Analyzed/tracked all social analytics
- Developed brand stories using social media
- Content creator/editor for all internal/external communications
- Managed back-end website development (Wordpress)
- Served as in-house designer and photographer
- Managed website content to adhere to brand standards
- Supervised volunteer photographers
- Handled all production of materials and vendor relations

## Marketing Assistant

**Alfred Benesch & Company | January 2015 - May 2016**

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) for production of marketing materials
- Research every project to gain understanding
- Ability to effectively present information and respond to questions from managers, clients, and the general public

## Reporter

**Seward County Independent | Feb. 2014 - Dec. 2014**

Reporter and Social Media Administrator

- Increased one 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 multiple newspapers

## Corporate Journalist

**News Link | May 2013 - January 2014**

Journalist and Photographer

- Wrote and edited 80 stories quarterly for internal Union Pacific and BNSF corporate communications
- Conduct on-site and phone interviews
- Shot/edited professional-quality photographs