

LAURA SMITH



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@lasmith13_1

EDUCATION

University of Nebraska-Lincoln

Bachelor's of Journalism | Class of 2013

CONCENTRATIONS: NUTRITION AND ENGLISH

SKILLS

Writing/editing, Social media management, WordPress/CMS, SEO, AP style, Digital photography, Hopology, Videography, Adobe Creative Suite, Final Cut Pro, iMovie, Microsoft Office, Basic HTML, Hootsuite, MailChimp

VOLUNTEERING

Volunteer event coordinator for the Lincoln, NE chapter of Couchsurfing.com; 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

Freelance Writer

Noble Brewer | March 2015 - present

- Content Creator for online beer blog posts
- Interview homebrewers on new brews, techniques and history in brewing
- In-charge of digital marketing e-blasts for promotional and informational purposes
- Research new information in craft brew world
- Collaborate with team on new initiatives
- Format content using HTML
- Utilize Wordpress and maximize SEO on all content

Marketing Specialist

Boys & Girls Clubs | June 2016 - present

Content Creator, Social Media Manager, Graphic Designer

- Content creator/editor for all communications materials
- In charge of all internal and external marketing
- Collaborates with team to promote and plan events
- Responds to inquiries on all platforms
- Manages website maintenance and updates
- Develops and implements visual content for all mediums
- Serves as in-house designer and photographer
- Coordinates projects with outside vendors/partners

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