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# Laura Smith

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Fort Collins, CO 80524**

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 **(402) 310-0504**

 **@loraexplora**

## 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, Videography, Adobe Creative Suite, Final Cut Pro, iMovie, Microsoft Office, Basic HTML, Hootsuite, MailChimp

## VOLUNTEERING

Running Buddy for Girls on the Run of the Rockies; 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

## Marketing & Communications Specialist

**Boys & Girls Clubs | June 2016 - present**

Content Creator, Social Media Manager, Graphic Designer

- Content creator/editor for all internal/external communications
- Develops/implements strategic social media plan
- In charge of creating, branding all marketing materials
- Tracks metrics, analyzes social campaigns
- Creates, manages, analyzes email marketing communications
- Manages website content and updates
- Manages/monitors all social media accounts
- Creates, implements marketing campaigns for all events, fundraisers
- Serves as in-house designer and photographer
- Serves as primary media outreach for all events, program opportunities, exciting news
- Shares, creates and collects content utilizing strategic editorial calendar

## Freelance Writer

**Out of Wilderness Magazine | November 2016 - present**

- Monthly journal writer for outdoor related content
- Research articles in conservation, outdoor politics and wildlife issues
- Craft, research and edit articles for online publication
- Research/cite sources for articles
- Collaborate with editor on future topics, articles
- Share stories via social media platforms

## 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