

LAUREN ARZBAECHER

Writer & Designer • she/her/hers

EXPERIENCE

● Business Insider • New York, NY

Senior Story Producer Feb 2023 - Jan 2024

Associate Story Producer Feb 2022 - Feb 2023

- Built and updated e-commerce articles with a focus on UXD, affiliate links, SEO keywords, click-through rate, and conversions
- Pitched, wrote, and edited articles on assorted consumer goods, including sponsored content for select affiliate clients
- Created Airtable bases for project management of articles and associated creative assets through the publication pipeline
- Collaborated with editorial, social, and product teams to facilitate the publication timeline and promotion onto different platforms

Story Production Fellow Aug 2021 - Feb 2022

- Built service journalism articles and slideshows in a custom CMS
- Designed original graphics for articles using Photoshop
- Planned and conducted shoots for 400+ photos that were used across the *Insider Reviews* education vertical as a fellowship project

● Screen Rant • Remote

News & Features Writer (Freelance) July - Aug 2021

- Wrote 5+ articles weekly within a reality television beat
- Crafted short-form copy to promote articles across social media

● Kohl's • Remote

Merchandise Writer & QAE Specialist Sept 2020 - Apr 2021

- Researched, wrote, and edited product copy for assorted brands that sold goods through the Kohl's website
- Adapted voice of copy to fit each brand's specifications across various types of products, from clothing to kitchen appliances


● Iowa Writers' House • Iowa City, IA


Programming & Marketing Coordinator Aug 2019 - Jan 2021


- Conceptualized marketing campaigns for books and literary events across print, web, email, and social media
- Managed content on company social media accounts; resulted in growth of Instagram followers from ~400 to 1,500+ in under two years
- Oversaw event programming, including planning, promotion, negotiations with talent, registrations, and on-site organization
- Copy edited manuscripts for *We the Interwoven* book series

CONTACT

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 Brooklyn, NY

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 linkedin.com/in/lauren-arzbaecher

EDUCATION

New York University

Summer Publishing Institute

June 2020 (Remote)

University of Iowa

BA English and Creative Writing

Public Digital Arts Certificate

2016 - 2020

SKILLS

- Creative Writing
- Graphic Design
- Copy Editing & Proofreading
- Website Management
- Video Production
- Social Media Marketing

EXPERTISE

Adobe Creative Suite

Photoshop, InDesign, Illustrator,

Premiere Pro, After Effects

Website Design & Management

Figma, WordPress, Squarespace,

Affilimate, Python, Basic HTML

Workflow Tools

Airtable, Trello, Asana, Google Suite

Marketing & Social Media

Mailchimp, Hootsuite, TikTok,

Facebook Creator Studio

Multimedia

DSLR Photography and Videography,

Audacity, Max MSP