

Laurel Niedospial

Chicago, IL

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312-574-0120

Laurelniedospial.com

Qualifications

A writer and marketing specialist with over 10 years of professional experience conveying complex messages to a diverse audience in a clear and concise manner. Exceptional communication skills help to craft and copyedit detailed social media engagement, presentations, messaging, and digital content. As a process-oriented planner, collaborates with skilled teams and works independently to generate materials that achieved our goals. Thrives in a fast-paced environment and eager to develop both long and short-term projects. Background in two unique disciplines connected by divergent thinking, creative problem solving, and stellar communication.

Experience

POPSUGAR

Contributing Writer

January 2017-Present

- Researched, wrote, and edited opinion-based essays and trending-news stories that resonated with a diverse audience
- Wrote numerous viral posts that have over 15,000 shares
- Collaborated during meetings to brainstorm articles
- Generated SEO for of-the-moment topics
- Covered a wide range of topics that included the following: beauty, education policy, news, parenting, lifestyle trends, entertainment, fitness, and astrology
- Earned Voices Spotlight award for high-quality articles
- Conducted in-person and over-the-phone interviews, synthesizing information for a wide audience

Lothamer Group

Marketing Director

January 2019-January 2020

- Streamlined and created social media for both the team and the individual team members, doubling our followers
- Produced video content to reach new clients and position team as industry leading experts
- Community outreach through organizing charity and marketing events
- Raised \$2000 during a Stuff the Truck event for Humble Design and Share Our Spare, as well as collecting 2 trucks worth of donations
- Designed, wrote, and edited team marketing book
- Created stylish branding suites for team members, including logos, social media templates, and marketing materials
- Increased our advertising platform, using Adwerx, Facebook Ads Manager, and Google Ads to increase team and property awareness

Associated Publications: *Sophisticate's Hairstyle Guide* and *Sophisticate's Black Hair*

Contributing Staff Writer

October 2018-Present

- Developed web-updates to support publication
- Established brand partnerships with other companies to secure product donations
- Identified photographs and trending influencers to use on the website and in the magazines
- Created lively copy for both magazines that spoke to their diverse readerships
- Generated subscriber newsletter messaging that improved subscriber engagement
- Worked closely with a team of editors, writers, and art directors to complete magazine deadlines on time

Additional Experience

Crane Medical Prep High School

Honors English Teacher

August 2013- June 2016

Alameda High School

Honors English Teacher

February 2011-June 2013

Cline Cellars

Marketing and Wine Club Assistant

February 2008-February 2011

Education

Sonoma State University 2002- 2006

Bachelor of Arts: English

Sonoma State University 2009- 2010

Single Subject Teaching Credential: English