

Laurel Niedospial

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415-793-3238

Qualifications

A writer, educator, 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 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, superb organization, and 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
- 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

Associated Publications:

Sophisticate's Hairstyle Guide and Sophisticate's Black Hair

Contract Copywriter

Present

- Developed web-updates to support publication
- Identified photographs and trending influencers to use on the website and in the magazines
- Communicated with experts and trendsetters for articles
- Created lively copy for both magazines that spoke to diverse readership
- Generated subscriber newsletter messaging
- Worked closely with a team of editors, writers, and art directors to complete magazine deadlines on time

Crane Medical Prep High School

Honors English Teacher

August 2013- June 2016

- Increased students' test scores by 10% using data
- Copyedited student's writing for grammar and content
- Improved students' understanding of complex grammar skills
- Collaborated with professionals to create interdisciplinary engagement for 30% of major units
- Saved the school \$5,000 by designing literature circles

Additional Experience and Computer Programs

Cline Cellars, CA

Marketing and Wine Club Assistant

May 2008- March 2011

TypeRight

Editor

July 2017-Present

Word

Excel

Grammarly

inDesign

Photoshop

Education

Sonoma State University 2002- 2006

Bachelor of Arts: English

Sonoma State University 2009- 2010

Single Subject Teaching Credential: English

Oxford Seminars 2008

Teaching English as a Second Language (TESL)