

LAUREL S

GEOGRAPHY: Northeast, Midwest, Southern California

INDUSTRY: [Entertainment](#), [Journalism](#), [Marketing/Advertising](#), [Start-Ups](#)

EDUCATION

Scripps College (Claremont, CA), Class of 2015

- BA in American Studies, Media Studies Minor, Dean's List every semester, Humanities Institute Junior Fellow

FAMU International (Prague, Czech Republic), Fall 2013

- The Film and Television School at the Academy of Performing Arts

- Wrote, directed and edited a feature short on 16mm film

MEDIA EXPERIENCE

Media Relations Assistant (Claremont, CA)

August 2014-Present

- Interview students, faculty and staff to present media pitches to reporters on behalf of the Scripps College Office of Marketing and Communication

- Draft media releases for upcoming events and distribute them to local press

Chapter Leader of I AM THAT GIRL: Scripps College (Claremont, CA)

May 2014-Present

- Founder of the Scripps College local chapter of the national non-profit, I Am That Girl, which seeks to create and promote healthy media content for girls

- Hold weekly meetings to plan and produce three multi-media projects each semester

The Scripps Voice Multimedia Director (Claremont, CA)

October 2013-Present

- Spearheaded revising the newspaper's website to include video content

- Shoot, edit and produce packages in addition to managing a staff of cameramen, editors, and reporters

WGBH, American Experience Production Intern (Boston, MA)

May 2014-August 2014

- Pitch and produced a pilot for an upcoming web series as an extension of American Experience

- Conducted research projects relating to historical topics showcased in the series

- Engaged with viewers by updating the show's on-line interactive content

The Film Posse Production Intern (Boston, MA)

May 2014-August 2014

- Assisted the company in researching historical aspects and social advocacy projects relating to housing discrimination to incorporate into their documentary about *Raisin In The Sun* author, Lorraine Hansberry

- Helped raise \$100,000 for a Kickstarter campaign through social media strategy

Fox 9 and My 29 Social Media Intern (Eden Prairie, MN)

May 2012-August 2012

- Engaged with over 30,000 fans and viewers through the station's Facebook and Twitter pages

- Used research skills to help find interview subjects for reporters in the field

POLITICAL, ADVOCACY AND ORGANIZING EXPERIENCE

2014 Napier Fellow

October 2014- Present

- Accepted into the Napier Fellowship program after drafting a grant proposal to create a summer program for teenage girls to use video production as a means for teambuilding and self-esteem workshops

Project CURE (St. Paul, MN)

August 2007-July 2014

- Created and executed a business model for a fundraiser to raise money for chronically ill children to attend summer camp while educating the public about pediatric chronic illness. Ultimately provided 40 campers with scholarships

- Pitched and shared my story with local news outlets

- Joined the Crohn's Journey Foundation's blogging team in 2013 as an extension of the project

American Studies Research Assistant (Claremont, CA)

January 2012-May 2014

- Meticulously archived and sorted over 8,000 articles about public school integration

- Awarded a Mellon Grant to conduct research and present findings to the community

Communications Intern at the Office of Governor Mark Dayton (St. Paul, MN)

May 2013-August 2013

- Monitored and catalogued media about Governor Mark Dayton that appeared in local and national news

- Updated web content about policy and social engagements

- Shot and edited a PSA explaining the Dream Act to the public

President's Advisory Committee on Diversity and Inclusivity (Claremont, CA)

January 2013-May 2013

- Collaborated with a group of Scripps College community members to draft a strategic plan for the school's president

- Goals included increasing both the diversity and the accessibility of the institution to marginalized individuals

SKILLS

Social Media Engagement, Final Cut Pro 7 & X, Microsoft Office Suite, YouTube Management, Celtx, DSLR Video Production, After Effects, Photoshop, Adobe Illustrator