

# Lauren Ehrler



664 33<sup>rd</sup> Street DSM IA

563-495-0357

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## EDUCATION

**Drake University** – Des Moines, IA – May 2013 – Bachelor of Arts: Journalism & Mass Communication  
Major: Broadcast News | Minor: Sociology | Concentration: Marketing & Management | GPA: 4.0

**Humboldt University** – Berlin, Germany – January to May 2011 – Metropolitan Studies program

## EXPERIENCE

**The Des Moines Register** – Des Moines, Iowa

Producer | January 2015 – Present

- Serve as multi-platform specialist, guiding digital, SEO and social media strategy for team
- Edit and publish 10+ news articles per day to DesMoinesRegister.com and affiliated sites
- Write breaking news, feature and trending news stories for print and online products
- Create 30+ social media posts per day for Facebook, Twitter and Instagram
- Use metrics-based decision making to manage website and social platforms

**Power Life** — Des Moines, Iowa

Yoga instructor | June 2017 – Present

- Provide power yoga instruction for levels 1, 1.5 and 2 with a focus on breath and alignment
- Build sequences that help students reach their highest potential in a safe environment
- Completed RYT 200-hour teacher training in April 2017 through Power Life

**CNN** – Washington, D.C.

News Assistant | January 2014 – December 2014

- Provided production and editorial support for D.C. bureau programming, including coordinating live shots, building graphics, coordinating guests, operating teleprompter and conducting research
- Contributed to CNN social media coverage for special events, crafted 100+ tweets for @CNNPolitics

**Des Moines Wine Festival Foundation** – Des Moines, Iowa

Winefest event assistant | January 2013 – June 2013

- Crafted recruitment materials for vendors and wrote promotional copy for upcoming events
- Communicated directly with vendors and volunteers via email newsletters system

## PROFESSIONAL SKILLS

- Quick learner with proven ability to perform multiple tasks efficiently and effectively
- Organized, reliable and clear communicator to ensure tasks are achieved and goals are met
- Proficient in AP Style, Microsoft Office, social media platforms and content management systems

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April 18, 2018

Jami Haberl, Executive Director  
Iowa Healthiest State Initiative  
301 Grand Avenue  
Des Moines, IA 50309

Dear Ms. Haberl:

The role of Content Marketing Coordinator merges two of my personal and professional passions: content and wellness. As a journalist, content creation has always been at the core of what I do — whether it is a 140 (or 280) character tweet, an engaging video script or a 500-word blog post. I have experience crafting content for websites, social media, TV and more. My experience as a yoga instructor and person who maintains a healthy lifestyle provides me with the necessary voice for the organization. It would be my goal to spread awareness of the program's goals and increase Iowans' engagement with the Healthiest State Initiative.

As a producer at the Des Moines Register, I handle all facets of content creation and distribution:

- Writing content — including trending topics, local news stories, social media posts
- Creating social media strategy — determining when is the best time to post and on what channels
- SEO — monitoring keywords, A/B testing, manipulating fields within content management system
- Executing distribution — publishing to website, social media channels and email newsletters
- Measuring performance — using metrics to determine what worked to influence future strategies

In addition, after noticing a lack of coordination within the newsroom, I revised a digital distribution document to help bridge the gap between when content is created and how it is distributed. I then helped train reporters and editors on best social media strategies and led the execution of their distribution plans. Our newsroom also has a social content calendar which I help manage on a day-to-day basis. I am confident I would be able to bring the same organizational skills and workflow prowess to the Healthiest State Initiative.

Please do not hesitate to reach out to me if you have any questions. I look forward to discussing the position with you further.

Best,

Lauren Ehrler