LUCY A. FRISCH

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# EXPERIENCE

Digital Content Marketing Specialist   
SPRINGER PUBLISHING COMPANY  
New York, NY   
January 2015-Present

* Create all print and digital marketing content, such as infographics, promotional eBooks, surveys, webinars, social media posts, and press releases, including choosing and collaborating with freelance designers and printers for each project
* Founded Springer’s Digital Marketing campaign strategy
* Optimize copy for books, journals, apps/digital products for sales and SEO on company website and reseller sites (Amazon.com, Apple App Store) by collaborating closely with editorial department
* Editorial director of company blog, manage assignments and schedules of blog content with authors and guest bloggers
* Built a new blog calendar and collaborated with editorial team to curate columns based on booklist disciplines
* Managed internship program and responsible for hiring and overseeing all interns
* Created weekly task log system to assign and track progress of intern projects

PUBLICIST  
DEMOS HEALTH PUBLISHING (A division of Springer Publishing Company)  
New York, NY  
July 2013-January 2015

* Founded the publicity department for Demos Health, an independent consumer health publisher
* Led 15-20 publicity campaigns per year, working closely with editorial, sales, and marketing to define strategy and coordinate promotions
* Wrote press releases, executed galley and finished book mailings, coordinated review copies and author interviews, pitched books to print, broadcast, and online media, and worked with external PR agencies to maximize authors’ media presence
* National Media placements have included: *The Washington Post, Forbes.com, Publishers Weekly, Library Journal, Woman’s Day, SELF, Parents, Pilates Style, Better Nutrition, RadioMD,* and *Shape.com*
* Organized a 7-city Colorado tour in partnership with the National MS Society for MS Awareness Week (March 2015)
* Served as booth manager at the Frankfurt Book Fair in Frankfurt Germany, attended by 7,000 exhibitors from 100 countries and over 280,000 visitors annually (October 2013 and October 2014)
* Planning Committee Member of the Publishers Publicity Association, hosting spotlights on MSNBC, The Wall Street Journal, and The Huffington Post

# EDUCATION

NEW YORK UNIVERSITY  
GALLATIN SCHOOL OF INDIVIDUALIZED STUDY

* BA in Individualized Study in Aesthetics and Society; The Social Construction of Beauty 2013
* Magna Cum Laude, Dean’s Circle Scholar, NYU Global Ambassador, Dean’s Team, Member Dean’s List (Fall 2009-Spring 2013), Founder’s Day Award, GPA: 3.9

# SKILLS

* Marketo
* Basecamp
* Sprout Social
* PR Web Cision
* Constant Contact
* Microsoft Office
* Adobe Acrobat

Languages:

* Norwegian (Fluent)
* French (Proficient)