

Lucia Lazara Llano

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EDUCATION

University of Texas at Austin

B.J., Journalism, Creative Writing Honors

GPA: 3.9, University Honors | Spring 2025

University of Texas at San Antonio

B.A., English | Aug 2021-May 2022 | GPA: 3.9

SKILLS: Native Spanish Speaker, Premiere Pro, After Effects, Audition, InDesign, Acrobat, Writing, AP style editing, Strategic Planning, Marketing, Cross-Departmental Collaboration, Multimedia Projects, Organization, Project and Team Management

WORK EXPERIENCE

Bat City Review

Marketing Intern

Aug–Dec 2024

Austin, TX

Poetry Submission Curation:

- Read up to 75 poetry submissions a week and analyzed whether they fit the publication voice

Social Media and Content Management:

- Wrote questions for a Meet the Editors interview post
- Assisted with Instagram content management

Copper Canyon Press

Marketing Intern

May–Aug 2024

Remote

AI Source Doc Creation:

- Compiled 20-page masterlist for promoting upcoming books to partners, readers and donors.
- Wrote back copy descriptions, sales handles, comparative title lists and author bios
 - Identified SEO keywords, institutional funding opportunities, BISAC categories and target audiences
 - Acted as intern liaison, organizing and managing project schedules and milestones for the intern team

Event Campaign Development:

- Crafted compelling event pitch for the Association of Writers & Writing Programs conference.
- Analyzed manuscripts from participating poets to identify thematic connections and created a poetic campaign description for a reading surrounding these themes, to be presented in March
 - Coordinated logistics such as designing event itinerary and securing accommodations for poets based on budget and criteria

Social Media and Content Management:

- Enhanced the press's online presence through targeted, engaging content.
- Proofread and edited social media posts to ensure alignment with marketing goals and brand tone
 - Updated the WordPress website with information on online events and publicity efforts
 - Curated poetry samples from extensive manuscripts according to specific themes for social media promotional content

Administrative and Strategic Support:

- Contributed to strategic planning efforts to strengthen press relationships with readers, authors and other stakeholders
- Managed correspondence for free or discounted book requests via FileMaker
- Facilitated the transition of print copies to eBooks using Adobe InDesign and Adobe Acrobat
- Organized press kits and assets on Google Drive
- Demonstrated ability to juggle multiple projects with varying timelines and maintained confidentiality when handling sensitive information

Drift Magazine

Managing Editor, Writer, Content & Podcast Creator

Aug 2023 – Present

Austin, TX

Creative Strategy: Launched and led "Echoes" project to diversify content by publishing audience-submitted poetry.

- Managed a multi-disciplinary team, conceptualized visual components and utilized filming, photography and editing skills to enhance written submissions

Podcast Creation: Produced a podcast episode featuring a local Austin artist.

- Conducted extensive research
- Managed technical aspects of recording with Zoom and lav mics
- Conducted an in-depth, candid on-tape conversation
- Created a script from hours of interview tapes, narration and natural sounds
- Edited the episode using Adobe Audition to create a polished narrative

Copyediting: Edited multiple articles per week, adhering to style guides and AP guidelines.

- Provided constructive feedback to improve clarity, consistency and coherence

Management: Recently promoted to Managing Editor

- Overseeing the writing department, directing meetings, managing website development and magazine production and ensuring healthy cross-departmental communication and collaboration
- Responsible for promotion, publishing, content management and fundraising efforts

Daily Texan

Videographer

Aug 2023 – Jan 2024

Austin, TX

Video Production: Created a video on the removal of a historic tree in Barton Springs.

- Conducted extensive research, attended city hall meetings, conducted interviews with multiple sources
- Filmed A- and B-roll footage and managed audio with lav mics
- Edited the final piece using Adobe Premiere Pro

Spark Magazine

Print Writer

Aug 2022 – Aug 2023

Austin, TX

Story Production:

- Created three semester-long projects including two personal narratives and one editorial piece featured among four selected writers
- Pitched and developed creative non-fiction under tight editing deadlines, adhering to the magazine's thematic focus and voice

Creative Collaboration:

- Managed a cross-disciplinary team of photographers, models, videographers, prop and clothing designers, layout designers and makeup artists
- Coordinated schedules, communicated story themes and oversaw the translation of narrative elements into visual concepts

Project Management:

- Created detailed timelines, ensured adherence to the creative vision during photoshoots and facilitated effective team collaboration to meet magazine standards and deadlines

Wricampia Summer Camp

Poetry workshop instructor and camp counselor

Aug 2023

Peru, MA

Great Hearts Academy

After-school teacher

Feb-May 2022

San Antonio, TX

The Paisano Independent Student Publication

Opinion columnist, Arts & Life writer, Copyeditor

Sep 2021-May 2022

San Antonio, TX

