

# Lauryn Jiles

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## Education

### University of South Carolina

Bachelor of Arts in Journalism and Mass Communications

Major: Public Relations

Minor: Business Administration

### University of California, Los Angeles

UCLA Extension Writer's Program: Certificate in Television Writing

April 2025-present

## Relevant Experience

### McClatchy, Commerce Writer

May 2024-present

- Write commerce content for McClatchy Media ([Bargain Hunter](#), [Us Weekly](#), [McClatchy News publications](#))
- Focus on covering topics such as [beauty](#), [fashion](#), [sports](#), [home](#), [toys](#), [video games](#), etc.
- Pitch and write shopping articles for deals from partners, including J. Crew, Target, Amazon, Lowe's, Nordstrom, etc.
- Cover content for events like the [NFL Playoffs](#), [Black Friday](#), [Labor Day](#), [back-to-school](#), [holidays](#) and [Amazon Prime Day](#)

### Vogue, Weekend Social Media Editor - contract position

June 2024-September 2024

- Managed Vogue's social media accounts (Facebook, Instagram, X, TikTok, Pinterest) on the weekend
- Wrote Instagram captions for Vogue accounts: [Vogue Magazine](#), [Vogue Beauty](#) and [Vogue Weddings](#)
- Posted 5-8 Instagram stories daily (Saturday + Sunday) on news and articles from Vogue.com - 500k+ story views
- Created hourly content for Vogue Magazine and Vogue Runway's X and Facebook accounts (9am Sat.- 9am Mon.)
- Wrote captions and upload TikTok videos to Vogue's account - [6.5M+ TikTok Views](#) on a video
- Created 3 [carousel photo posts](#) a day during the week for Vogue Magazine's Facebook account (Sunday-Saturday)
- Posted social media content for major events like the 2024 Olympics, NYFW, U.S. Open, London Fashion Week, etc.

### Blavity Inc., SEO Writer

September 2023- June 2024

- Part-time SEO Writer for Blavity's online publications: [Home & Texture](#), [Blavity](#), [Travel Noire](#) and [21Ninety](#)
- Wrote 5-10 weekly articles on home design & renovations, food & beverages, lifestyle and more using AP style and editing
- Conducted extensive research for pieces, and edited articles for punctuation, flow, and best SEO practices

### Freelance Writer & Copywriter - Fashion, Beauty, Health & Wellness, Lifestyle, etc.

June 2019- March 2024

- Bylines include [Teen Vogue](#), [U.S. News & World Report](#), [Mashable](#), [mindbodygreen](#), [TZR](#), [Essence](#), [The Black Leaf Tea](#), etc.
- Reported on trends, style, news, designers, accessories, runway shows and collections, beauty and skincare, etc.
- Wrote health articles with a focus on women's health, pelvic pain, eating disorders, nutrition and sexual health
- Interviewed professionals and incorporated research from doctors, medical journals, the ACOG, JAMA Pediatrics, etc.

### University of South Carolina, Marketing Writer

February 2023- February 2024

- Oversaw the marketing writing content for all of the colleges/programs at the University of South Carolina
- Worked as a feature writer, covering web stories on STEM & health science units, students, faculty, and alumni
- Wrote Axios-style write-ups for the USC Today email, copy for the university's [degree programs](#), billboard advertisements
- Ran the [@UofSCHealth](#) social pages, where I created weekly content highlighting the health sciences and STEM programs

### Hasbro, Brand eCommerce Copywriter (Marvel toys) - contract position

July 2022- October 2022

- Wrote persuasive eCommerce, package, and instructions copy as the lead writer for Marvel kid and preschool toys
- Wrote copy for toys from Marvel movies & TV shows ([Spider-Man](#), [Black Panther](#), [Spidey & Friends](#), etc.)
- Wrote compelling callouts for products and QR codes for front-of-pack packaging
- Developed product names for toys (e.g.: [Outrageous Rocket](#), [Galactic 2-In-1 Spaceship](#), and [X-Men Team X-Jet & Storm](#))
- Researched characters, movies, TV shows, scripts and comics from the Marvel Universe to write product descriptions
- Served as the interim writer for [My Little Pony](#), [Power Rangers](#) and [Dungeons & Dragons](#) while writers were on leave

### Hasbro, Digital Merchandising and Brand Writing Intern

January 2022- April 2022

- Oversaw product descriptions, names, reviews, and consumer insights research for multiple teams and Hasbro products
- Brands worked on include Easy Bake Oven, Fortnite, Marvel, Star Wars, PJ Masks, D&D, Peppa Pig, Power Rangers, My Little Pony, Transformers, Furreal, Monopoly, Starting Lineup, G.I. Joe, Beyblade and Play-Doh
- Created PDP and marketing strategies for several brands and proofread product packaging

### Ross Stores, Assistant Buyer Intern

June 2021-July 2021

- Worked for Ross Stores as an Assistant Buyer Intern in the kids' swimwear division of their corporate buying office
- Did comparison shopping for Ross and its competitors, created grids in Excel and pulled reports in Ross's RDW system
- Attended market appointments with vendors like Betsey Johnson and Penelope Mack with my Associate Buyer
- Attended classes on retail math, liquidity, professional branding, ladder reports and shipping
- Overview of merchant shipping reports, ladder reports, item sales, supplier analysis reports, hotel reports and pricing
- Enhanced skills in retail buying topics such as open-to-buy, on-order review, shipping windows and smoothing, corporate analysis, closeouts and make-ups

## Volunteer and Honors

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- US Figure Skating June 2025-present
- DEI Task Force member
  - Attend monthly meetings to discuss virtual volunteer opportunities
- Greenville County Library System November 2024-present
- Assist with the library's children's storytime ballet programs
  - Collect tickets, greet and assist attendees, and provide support in furniture relocation for the library's storybook events
- Shriners Children's Hospital March 2024
- Curated and assembled gift baskets for child refugees from Gaza awaiting medical treatment
  - Welcomed children with curated packages of toiletries, beauty and skincare items, blankets, and other essentials.
- Hasbro, University of South Carolina May 2022
- Received the Outstanding Public Relations Internship Award at the University of South Carolina School of Mass Communications and Journalism for my Internship with Hasbro (Digital Merchandising & Brand Writing Intern)

## Skills

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Writing: AP Style, Copywriting, Product, Commerce, SEO, Public Relations, News, Marketing Writing, Axios, Content Writing  
Systems: WordPress, Squarespace, ClickUp, Google, Microsoft Suite, Canva, Asana, Airtable, Dash Hudson, Affilimate, Airtable  
Other: Research, Communications, Marketing, Interviewing, Social Media Management, Editing, Buying & Merchandising  
Social Media Platforms: Facebook, X, Instagram (posts and stories), TikTok, Pinterest, LinkedIn