Lauryn Jiles

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Education

University of California, Los Angeles April 2025-present
UCLA Extension Writer's Program: Certificate in Television Writing

University of South Carolina Major: Public Relations
Bachelor of Arts in Journalism and Mass Communications Minor: Business Administration

Relevant Experience

Freelance Writer & Copywriter June 2019- Present

- Bylines: BuzzFeed, Teen Vogue, Parade, U.S. News & World Report, Mashable, mindbodygreen, TZR, Essence, etc.
- I'm currently a freelance writer for Parade, where I cover film and television, celebrity, theater, pop culture and food news
- Report on topics in news, entertainment, fashion, health & wellness, relationships, internet culture, sports and beauty
- Incorporate research, data, photos, quotes and social posts in articles when relevant
- Conduct interviews with professionals and experts in various fields to further reinforce research and data

McClatchy Media, Commerce Writer May 2024-February 2026

- Wrote 4-6 daily commerce articles for McClatchy Media (Bargain Hunter, Us Weekly, McClatchy Local News publications)
- Pitched and wrote shopping articles for commerce partners, including Barnes & Noble, Walmart, Nike, Amazon, Ulta, etc.
- Scheduled content on the Bargain Hunter social media platforms via TrueAnthem and Firework
- Covered commerce content for events and holidays, including Black Friday, the Olympics, Valentine's Day, Christmas, etc.
- Topics covered include beauty & fashion, sports & tech, home & kitchen, books & video games, toys, finance, and travel

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 uploaded 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, Vogue World, 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, recipes, lifestyle and more using AP style
- Conducted extensive research and edited articles for punctuation, flow and best SEO practices

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 copy for the USC Today email, university degree programs and 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
- Crafted copy for toys from Marvel movies and TV shows (*Spider-Man*, *Black Panther*, *Spidey & Friends*, etc.)
- Brainstormed and 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 the My Little Pony, Power Rangers and Dungeons & Dragons teams
- Conducted consumer insights research, crafted and presented PDP marketing strategies and proofread product packaging

Volunteer and Honors

United Way, Hands on Greenville May 2026

- Organized kitchen items and cutlery, inflated basketballs and stacked and cleaned chairs and tables

The Writers Guild Foundation December 2025

- Selected as a panelist for Brian Studler's Drama Writers Room Simulation at the 2025 WGFestival
- Read his pilot episode of 'Shirley' and brainstormed and pitched broader season arcs and case-of-the-week ideas
- Pitched and expanded on a flashback episode plot and a tourist disappearance plot to Brian Studler

Greenville County Library System November 2024-December 2025

- Collected tickets, greeted and assisted attendees and provided support in furniture relocation for library and storytime events

Skills

Writing: Scriptwriting, Copywriting, Commerce, SEO, Public Relations, News, Marketing Writing, Axios, Newsletters
Systems: Final Draft, WordPress, ClickUp, Google, Microsoft Suite, Canva, Asana, Airtable, Dash Hudson, Affilimate, TrueAnthem
Screenwriting: Script Formatting, Half-Hour Spec Scripts, Half-Hour Original Comedy Scripts, Editing, Pitching
Other: Research, Marketing, Interviewing, Social Media Management, Editing, Buying & Merchandising
Social Media Platforms: Facebook, X, Instagram (posts and stories), TikTok, Pinterest, LinkedIn