

LAURA BEIER

journalist

contact:

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PROFILE:

Experienced writer, coffee addict, and recent graduate from the University of Minnesota Twin Cities. Through internships, freelancing, and working a variety of journalistic jobs, I have developed vast communication skills, improved interviewing tactics, and learned to manage my time efficiently. I can provide concise writing, editing skills, and a creative outlook.

SKILLS:

- Editorial Writing
- Social Media strategy
- AP Style
- Editing and copy editing
- Copywriting
- News Writing
- Professional Blogging
- Online Publishing Platform Proficiency
- InDesign, Photoshop and Microsoft Excel proficiency

EDUCATION:

BACHELOR OF ARTS: Professional Journalism – Global Studies Minor
University of Minnesota Twin Cities
2015-2018 – GPA: 3.8
May term 2016: New Zealand

EXPERIENCE:

FREELANCE WRITER – Multiple publications

January 2018 – present

- Produce clean copy for multiple established publications including Minne Inno; Starting Up North; and Twin Cities Startup Week
- Follow strict deadlines and manage up to six projects at any given time

EDITORIAL ASSISTANT – Delta Sky Magazine

January 2019-June 2019

- Gained immense fact checking experience and improved time management by juggling up to 10 assignments at any given time
- Wrote multiple pieces for Delta Sky, Viking, and Independent Banker Magazines

EDITORIAL INTERN – Franchise Times

June 2018-December 2018

- Wrote weekly stories for magazine and blog
- Gained immense business knowledge by analyzing data for two large projects for magazine
- Attended editorial meetings and pitched stories

MEDIA DIRECTOR – CLAgency

January 2018-December 2018

- Managed all social media accounts for agency
- Created blog and content schedules, overseeing seven members of media team
- Produced content for agency and Anthropology Department in College of Liberal Arts

ACCOUNT EXECUTIVE – CLAgency

September 2016-December 2018

- Interviewed professionals in Anthropology Dept., writing pieces for alumni newsletter each semester
- Scheduled and published social media posts for multiple departments in College of Liberal Arts

EDITORIAL INTERN – Minneapolis/St. Paul Business Journal

September 2017-December 2017

- Wrote a weekly column and various breaking news stories alongside full-time reporters
- Collaborated with data reporter on cover project

MARKETING INTERN – Greenspring Media

June 2017-September 2017

- Wrote blogs and special advertising sections for Minnesota Monthly & Midwest Home Magazines
- Edited blue lines and helped with larger projects (ex: advertising profiles)

MANAGING EDITOR – The Wake Magazine

January 2017-May 2017

- Managed logistics of all editorial content
- Pitched and edited feature, multiple sections