

LAUREN MASTBAUM

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EDITOR & CONTENT MARKETER

Conscientious, analytical editor who helps companies create accurate, compelling copy so their offerings are understood, consumed and valued. Versatile, decade-long background in content development, marketing and social science with a proven track record to reach large-scale audiences. Takes on and wins media challenges such as raising brand awareness and boosting engagement.

Areas of Expertise

Content Management & Development • Editing, Writing & Proofreading • Marketing Strategy
Client Relations • UX & UI • Graphic Design • Multi-Platform Media

EXPERIENCE

RED VENTURES

2020 – Present

Content Manager

Assigns, edits and delivers content for RV's higher education vertical.

- Works with SEOs, marketers, copy editors, reviewers, designers and publishers to bring content to life.
- Builds relationships with contract writers and helps manage workflow.
- Maintains in-house voice and tone standards. Balances speed and quality while hitting production goals.
- Tracks content success and determines ways to further optimize processes.

AMERICAN MARKETING ASSOCIATION NEW YORK

2020 – Present

Volunteer Editor

Shares industry insights and best practices with NYC-area marketing leaders.

- Reviews and proofreads communications according to organization guidelines.
- Provides each content creator with clear feedback for enhancing future work.
- Writes monthly blog posts covering recent speaker events.

IMAGINATION | Chicago, IL

2017 – 2019

Senior Editor

Created innovative, results-oriented materials at a content marketing agency.

- Conceptualized, researched and pitched omnichannel content ideas for \$1 million accounts in the financial and insurance services industries (e.g., Amica Insurance, Northern Trust, U.S. Bank and Wells Fargo).
- Collaborated with writers, designers, videographers and web developers to produce print and digital articles, infographics, slideshows, videos, etc., as well as three websites from the ground up.
- Edited on-brand copy while integrating stakeholder feedback to achieve consistency and clarity.
- Influenced all phases of the publication cycle, from big-picture brainstorming to granular line edits.
- Strengthened relationships as a day-to-day point of contact for clients and freelancers.

DREXEL UNIVERSITY | Philadelphia, PA

2013 – 2016

Communications Manager (2015 – 2016)

Spearheaded all media presence for Goodwin College of Professional Studies.

- Promoted Goodwin programs by designing marketing strategies and producing engaging collateral featured in email campaigns, building monitors, Google Ads, radio ads, videos, print fliers, etc.
- Operated Goodwin's Twitter and Facebook accounts; acted as primary webmaster of Drexel.edu/Goodwin.
- Composed internal communications as a representative of Goodwin's leadership team.
- Took active committee roles to plan Open Houses, Welcome Week, Commencement, Alumni Reunions.

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Professional Experience Continued ...

Communications Manager (2013 – 2015)

Oversaw Academic Advising, Retention & Diversity, now Enrollment Management & Student Success.

- Coordinated the yearly placement exams campaign, reaching approximately 3,000 incoming freshmen via responsive online dashboards that customized students' action items and exam completion status.
- Distributed academic advisor alerts and audits that featured University-wide analysis initiatives.
- Verified sources for "Academic News," a quarterly e-newsletter sent to all faculty, staff and undergraduate students, on behalf of the Provost. Contributed to critical academic policy revisions, working with stakeholders such as the Registrar.

HNW, INC. | New York, NY

2009 – 2013

Produced e-newsletters at a Manhattan marketing firm.

Managing Editor (2012 – 2013)

- Developed content on behalf of Fortune 500 wealth management companies (e.g., Bank of America, CIBC, HSBC, Merrill Lynch, Morgan Stanley, Northern Trust, Prudential and Wells Fargo).
- Reached more than 250,000 financial advisors and their clients monthly via 10+ segmented e-newsletters.
- Secured resources and liaised between external clients and HNW staff, e.g., UI designers and UX developers.
- Analyzed readership metrics and presented client-facing data reports to inform future project direction.

Senior Associate Producer (2010 – 2012)

- Wrote custom content at the discretion of clients and legal & compliance reviewers.
- Shepherded content through all stages of production to ensure quality control.

Editorial Production Assistant (2009 – 2010)

- Curated syndicated articles and stock photography, rewriting headlines, abstracts and captions.
- Coded e-newsletter elements in HTML within HNW's proprietary content management system.

EDUCATION

Master of Arts | Sociology

2008 – 2009

Lehigh University | Bethlehem, PA

President's Scholar: Awarded one year of tuition-free enrollment based on strong undergraduate GPA.

Bachelor of Arts | Journalism

2004 – 2008

Lehigh University | Bethlehem, PA

Minor in Social Psychology.

Renaissance Art History • Italian Language

January 2007 – May 2007

Syracuse University in Florence | Florence, Italy

SKILLS

Microsoft Office • Adobe Creative Cloud • G Suite • WordPress • Contentful • SEMrush
HTML • AP Style • Italian • Spanish • French