



LAUREN MONITZ

TEXAS BY WAY OF DEN & CHI

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HI, I'M LAUREN.

Professionally:

- 14 years of experience in B2B & B2C Marketing + Communications in the Public & Private Sector
- Senior Management Team
- Awards Received: 40 Under 40, Press Club Excellence in Media: Best Public Relations Program, Best Broadcast, Best Video Storytelling, Best Use of Public Relations, Best Use of Social Media by an Organization, Best Digital Presentation, Best Newsletter
- Book Published: 100 Things to do in Beaumont

Personally:

From becoming a certified Viking in Iceland to eating my way through Japan to taking on Thailand Hangover 2 Style and ascending Machu Picchu, I am a globetrotter and storyteller. Let me tell your story.

I have bylines around the web from Eater and Huff Po to MSN and AOL. As a social media consultant, I have done Snapchat diaries for the Food Network and Instagram takeovers for Forbes. With 195K+ followers, I am an influencer, but more than that a connector.

CONNECT WITH ME

- Clips: <http://bit.ly/lm-clips>
- Portfolio: LaurenMonitz.com
- Blog: TheDownLo.com
- LinkedIn: @LMonitz
- Instagram: @LMonitz
- Twitter: @LaurenMonitz

ABOUT ME

Dynamic and accomplished Marketing and Communication Director with a proven track record of driving strategic marketing initiatives and enhancing public perception and engagement of local government agencies. Adept at creating results-driven campaigns, compelling messaging, and utilizing data-driven insights to achieve organizational goals. Proven ability to navigate the complex geopolitical landscape of local government organizations and effectively liaison between elected officials, administration, and staff while delivering impactful results for the community.

I'm seeking an opportunity to leverage my expertise in marketing, communication, and leadership to further elevate the profile and effectiveness of a forward-thinking organization and love the ability to affect impactful change where you live.

EDUCATION

- **MS in E-Business, Depaul University (2009-2011)** Graduated with distinction, 3.8 GPA
- **BS in Advertising, University of Colorado (2003-2006)** with a Certificate in Technology, Arts & Media. Graduated early with departmental honors & highest distinction, 3.75 GPA, top 10%

WORK HISTORY

Director of Communication - City of Beaumont (9/21-present)

- Built the city's communications department from the ground up to provide strategic marketing, policies, procedures and promotional assistance to 40+ municipal divisions and departments from tourism and events to infrastructure and water.
- Serve as the main point of contact for media outreach and public information for the city responding to press inquiries, managing media relations, and telling the story of Beaumont through all available channels and community touch points.
- Integral part of the City's senior management team
- Oversee communication efforts including but not limited to: PR, website management/development (including a 400 page revamp), social media, video production, graphic design, newsletters, podcasting, and a local cable access channel.
- Coordinate with the emergency response team during crises.
- Supervise two full-time direct reports - a Content/Social Media Specialist and Videographer and various part-time staff.

Marketing and Tourism Developer - Beaumont Convention & Visitor's Bureau (6/20-9/21)

- Strategic planning for city-wide capital program - dreaming up entirely new attractions and ways to improve current offerings to drive visitation in addition to growing the convention and sales business.
- Specialty tourism program development from foodie trails to geocaching.
- Creation and hosting of large-scale events from inception to execution (Artaco + Beaulympics, attended by thousands of residents)
- Digital marketing management - social media and content strategy for 10+ channels.
- Niche market development focused on growing segments from ecotourism to accessible travel through diversity and inclusion initiatives and specialty guide development.
- Media relations, Influencer Program Management, and PR spokesperson

Founder, the Influencer Institute (1/17-present)

- My consulting company, The Influencer Institute, was created to educate brands on best-practices for working with influencers and teaches new influencers how to maximize their online presence.
- We've collaborated with over 100 brands in 25 states connecting the right creators to the right destinations and products, managing the entire campaign process from talent vetting to contract negotiations, content deployment, reporting and social media management.

Director, Content, UX, and Social Media Consulting - Inside Out Media (9/14-4/17)

- Managing Editor, inspiration and wanderlust curator of two daily online travel websites, Travel Mindset and iExplore, which included all content and editorial strategy, staffing, and overseeing a team of 100+ freelancer writers publishing 30+ articles/month
- Beyond on-site content, created engaging social media posts, weekly emails, and graphics
- UX strategy and wireframes for both site relaunches with the goal of improving user experience, functionality and community features
- Project manager for sponsored content and social media campaigns for travel clients, including attending trips as an influencer or editorial contact
- Instagram growth hacking: acquired 75K+ followers over a period of about 6 months
- Strategy and ownership of a brand-new social media consulting division we planned to pitch and white label to travel brands

Manager, Content & Social - Net Direct Merchants (9/13-9/14)

- Created and managed a global social media plan for seven niche interior design ecommerce sites, testing paid and free posts to achieve optimum engagement and leads
- Proactively managed the site's backlink profile, disavowing bad sites and garnering high page rank links to navigate out of two Google manual penalties
- Managed all on-site content creation and blogs to help improve SEO rankings
- Regular PR Outreach and guest posts to develop mutually beneficial partnerships
- Tested new and inventive content types to drive traffic and engagement like animated videos, infographics, buzzfeed, whitepapers, web catalogues, and Facebook apps
- Assisted with UX strategy and A/B testing to increase conversion and sales
- Managed all email marketing drip campaigns
- Remotely supervised two Marketing Administrators

Online Marketing Manager - iExplore (2/11-6/13)

- Responsible for long-term traffic growth strategies and tour leads with a yearly budget of 245K
- Commissioned and managed a site-wide rewrite of 400+ travel guides & 5,000+ website pages
- Management and creation of large-scale contests and promotions to increase email signups
- Managed all social media channels (facebook/twitter/youtube) and blog
- Creative strategy and wireframing for client RFPs/advertising campaigns
- Supervised a team of interns, freelance writers and designers

Strategic Marketing and Digital Specialist - SANYO Electric (4/09-1/11)**Marketing Communications Coordinator - Public Relations, Branding, & Webmaster (11/07-3/09)**

- Owned all lead generation programs and created 10+ microsites for PPC campaigns
- Increased sales leads by 225% year 1 and 150% year 2 through optimizing conversions, directly contributing to over \$2M in sales (a 1780% return on a 40K Adwords investment)
- Managed all content for <http://us.sanyo.com> (150+ products)
- Project managed the redesign of four major website divisions
- Led and executed bi-weekly email program, including list building and segmenting
- Researched and implemented all new media initiatives - mobile, webinars trainings, etc.
- Wrote and pitched all press releases (50+) for Biomedical, HVAC, and Environmental divisions
- Media planner for all four divisions
- Analyzed monthly sales rep incentive programs and promotions
- Developed case studies and interview series
- Supervised Sales and Marketing Administrator

"I've learned more from spending one day with you than any conference I've ever been to."

-Christina Lokey, Director of Tourism, Visit Beaumont

"Before I met Lauren I didn't even know what it meant to be an influencer. I had followers, but Lauren gave me the tools I needed to target brands that matched my audience and tips on how to monetize my channels. I am eternally grateful for how much I've learned from her mentorship and owe a lot of my success to her."

-JJ Yosh, Outdoor Influencer

"We asked Lauren to grow our social media channels. She doubled our following in less than a week. The results speak for themselves."

-Martina Ablinger, Marketing Manager, Hotel Las Torres

"Lauren's recommendations are always succinct, honest and actionable. She's an asset to any team looking to grow and monetize their business."

-Sarah Knapp, Founder, Mappy Hour and Outdoorfest

"I don't aspire to be an influencer in the traditional sense, but I do want to be viewed as an expert in my field. Lauren helped me tremendously to find new clients and new opportunities, and I can't wait to see where my business goes."

-Karen Shofron, Owner, Ocatillo Realty

"Can I adopt you?"

-Stephanie Tate, Communications Director, Rivers & Routes