



LAUREN MONITZ

636 N. WASHINGTON ST. #105
DENVER, CO 80203

LMONITZ@GMAIL.COM | 224-558-5511

THE TRAVELER

I've always had ADD with people, places and things. I'm a city girl trapped in a wanderer's world. The more off the beaten path, crazy, never been done before adventure, the better. That's my jam. And if you've never heard of it, that's my butter.

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 storyteller.

Let me tell your story.

On a mission to see all 50 states and at least 50 countries before 50, I describe my travel style as actively experiential and try to find the most offbeat adventures wherever I go from ski biking to zorbing to blackwater rafting.

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 185K+ followers, I am an influencer, but more than that a connector. I bring the world to my audience. I'd love nothing more than to share it with yours too.

CONNECT WITH ME

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

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, 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)

MarCom 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