

Lauren Mang

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EDUCATION

Graduation Date: June 2004 **University of Cincinnati** **Cincinnati, Ohio**
Bachelor's Degree in Communications/Journalism
3.0 GPA

WORK EXPERIENCE

November 2010 to present **PaperCity magazine** **Dallas, Texas**
Assistant Editor

- Responsible for writing and editing columns, trend articles, social copy and reviews consistent with *PaperCity* style.
- Maintain papercitymag.com by posting photos, copy and updating the blog with fresh content.
- Help manage a team of interns, including teaching proper *PaperCity* writing style and assigning articles for print and web.

April 2010-November 2010 **Fossil Inc.** **Dallas, Texas**
Copywriter

- Write creative copy for Fossil's website, catalogs, press kits, market books, and international sites.
- Write creative copy for licensed brands under Fossil, including Michele, Diesel, Armani, Adidas, DKNY, Liz Claiborne and Relic.
- Develop overarching seasonal themes that encompass visuals, merchandise, and designs for both Fossil and Relic.
- Created a voice for Fossil's Relic brand for the launch of its first e-commerce website, relicbrand.com.
- Manage Fossil and Relic social media.
- Edit and proofread all copy for all Fossil brands.

February 2009-April 2010 **Dallas County Community College** **Dallas, Texas**
Web Editor/Marketing Copywriter

- Responsible for maintaining the Dallas TeleLearning website using a CMS.
- Wrote and edited copy for all print and online advertisements.
- Created a more conversational tone for our bi-monthly newsletter, which increased the open rate by 50 percent.
- Managed event calendar, which included more than 20 annual conventions and conferences.
- In charge of all social media.

June 2006-January 2009 **VMSD magazine** **Cincinnati, Ohio**
Associate Editor

- Wrote and edited magazine features, columns and profiles relating to retail, design and visual merchandising.
- Promoted from assistant to associate editor and to managing editor of vmsd.com in 2008.
- Managed databases of retail product manufacturers for *VMSD*'s Showroom section.
- Responsible for coordinating the Retail Renovation Competition. Contest submissions doubled after taking over in 2006.
- Contributed to IRDC programming by generating session ideas and contacting speakers and panelists. In 2008, we had record attendance, a result of organizing past feedback and tailoring my session and speaker choices to meet the prior year's attendee requests.

July 2005-June 2006 **Kennedy Creative** **Cincinnati, Ohio**
Copywriter/Office Manager

- Wrote and edited copy for packaging design projects, websites and promotional design materials.

FREELANCE WORK

Going-there.com

Researcher and writer, June 2011 to August 2011

In-this-economy.com

“The ITE Guide to Sunless Tanning,” March 2010

Vmsd.com

“IRDC Hot Spots,” August 2009

VMSD magazine, Cincinnati, Ohio

“Inner Beauty,” March 2009

ST Media Group Book Division, Cincinnati, Ohio

Contributed copy to and edited the following books: *Stores & Retail Spaces 9*; *Retail Renovation*; *Stores & Retail Spaces 10*; and *Visual Merchandising 6*

F&W Publications, Cincinnati, Ohio

Freelance copyeditor and proofreader, Jan. 2006 to May 2007

Cincy Magazine, Cincinnati, Ohio

“A Grape Notion,” March 2005

COMPUTER SKILLS

Adobe Photoshop; Microsoft Word; Excel; PowerPoint; Internet Explorer; Basic HTML; CMS systems

AWARDS

Second Place, Best Trade Report, Society of Professional Journalists Ohio Chapter