

# LAURA B. CHILDS

Writer, editor, media strategist, and yoga teacher looking for exciting opportunities in the wellness and technology industries

## PERSONAL INFORMATION

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LINKEDIN  
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## SKILLS

Writing and editing  
Communication  
Creativity  
Time management  
Self-motivation  
PR strategy development  
Leadership and teamwork

## EDUCATION

BOSTON UNIVERSITY  
Bachelor's of arts in journalism  
*Cum Laude, 2013*

LYCÉE FRANÇAIS DE SAN FRANCISCO  
American high school diploma and French baccalauréat  
*Honors, 2009*

## ADDITIONAL SKILLS

LANGUAGES  
English (native), French (fluent), Spanish (intermediate)

CERTIFICATIONS  
Yoga Alliance RYT 200, SSI  
Advanced Diver

## EXPERIENCE

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|---|--|
| <b>LBC CREATIVE</b><br><i>2017 – Current</i>  | <b>WRITER AND MEDIA SPECIALIST</b> <ul style="list-style-type: none"><li>- Create content for clients in public relations, technology, and education</li><li>- Write and edit articles for news publications and blogs</li><li>- Develop marketing and branding strategies for clients</li></ul>   |
| <b>THE BULLEIT GROUP</b><br><i>San Francisco, CA</i><br><i>2014 – 2017</i>          | <b>ACCOUNT MANAGER</b> <ul style="list-style-type: none"><li>- Developed, managed and implemented media strategies for early-stage startups and established companies in the technology industry</li><li>- Secured media placement in national and international business and technology publications (see website for clips) for various campaigns</li><li>- Mentored employees and led teams through successful PR strategies</li><li>- Developed and executed events and secured speaking engagements for clients at Bloomberg, SXSW, the World Economic Forum and others</li><li>- Managed content development, flow, and publication on LinkedIn's engineering blog (2017 Holmes Report winner)</li></ul> |
| <b>SERENELLA</b><br><i>Boston, MA</i><br><i>Nantucket, MA</i><br><i>2012 – 2013</i> | <b>MARKETING MANAGER</b> <ul style="list-style-type: none"><li>- Managed press exposure, social media, and in-store events</li><li>- Coordinated New York, Paris, and Milan fashion week schedules</li><li>- Assisted with orders, sales, and advertising</li></ul>  |
| <b>VOGUE PARIS</b><br><i>Paris, France</i><br><i>2012</i>                           | <b>TRANSLATOR</b> <ul style="list-style-type: none"><li>- Assisted in the launch of Vogue Paris website in English (April 2012)</li><li>- Translated hundreds of articles from French into English</li><li>- Created original copy for the website and social media</li></ul>  |