


LAUREN BRINGLE

WRITER AND COMMUNICATIONS SPECIALIST

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PROFESSIONAL PROFILE

Writer, researcher and communications specialist with 6+ years of experience who specializes in creating voice, vision and strategy for companies without current and/or established communications programs.

EXPERIENCE

WRITER, PUBLIC RELATIONS AND EVENTS ASSOCIATE

The Wireless Networking and Communications Group (WNCG)

An Organized Research Unit at the University of Texas at Austin / 2014 - Present

Started center communications program from scratch and coordinated high profile events that helped center establish international reputation, all while providing administrative support for 20 faculty and 120+ graduate students.

- Wrote articles that made dense engineering research accessible and helped gain university-wide and international press attention
- Started YouTube channel and grew viewership to 25,000+ views in first year through filming relevant content and keyword optimization
- Created quarterly newsletter using MailChimp that reaches 3,000+ readers
- Redesigned and wrote annual magazine with graphic design assistant
- Reduced staff overhead from 8 to 1 for Texas Wireless Summit (TWS) by coordinating event singlehandedly and doubled profits by eliminating need to split proceeds with partner organization
- Created flyers, information packets and networked to increase sponsorship income for TWS by thousands of dollars compared to previous years
- Coordinated and wrote email marketing, website, social media content and offer codes for TWS that doubled registration from 150-300, the highest in 5 years
- Planned 14 other small to mid-size engineering events per year
- Wrote training guides and trained 3 employees in events planning
- Wrote "Student Survival Guide" for incoming and current students with answers to FAQs, policy and procedure info, etc, which is still used years later
- Managed 3 student office assistants and 1 graphic design assistant

FREELANCE WRITER

Various Companies / 2011 - Present

Write copy, articles and SEO blogs and create websites for clients on topics including the arts, business, travel, health, lifestyle, science and technology and events services.

- Set up the Gallery San Diego's new website using Wordpress premade themes, synced their Eventbrite and MindBody calendars using widgets and plugins and wrote copy and On-Page SEO for the site
- Wrote training guide for Gallery employees to use and update new website
- Conducted research and interviews and wrote The Center for Transportation Research at the University of Texas at Austin's 2015-2016 Annual Report, which reaches hundreds of key center partners, donors and students
- Other clients included: This World Exists, Conscious Connections Magazine, Business2Community, Scarsdale Media, Vision SEO, Examiner, etc.

SKILLS

Writing

Science and Tech Journalism

Wordpress CMS

MailChimp

Search Engine Optimization

Events Planning

YouTube Channel Optimization

Adobe InDesign CS6

Research

Eventbrite Organizer Platform

Photography

EDUCATION

BACHELOR OF ARTS

Art History

University of Texas at Austin

Class of 2010

IES ABROAD PROGRAM

French Language

International Education of Students

Jan - May 2008