

Laura Elizabeth Marcus

Laura.e.marcus@gmail.com

Experience

DIRECTV/AT&T, New York, NY February 2016 – April 2019
Senior Web Content Writer / Editorial Strategist

- Managed publication of all content on DIRECTV entertainment blog (nka DIRECTV Insider) using CMS
- Interviewed celebrity talent on camera, at red carpets, at industry events, via phone, and email to create video and editorial content for DIRECTV Insider
- Managed, authored, edited, and produced content for DIRECTV Insider
- Lead the rebrand/refresh of the DIRECTV entertainment blog into the DIRECTV Insider
- Provided editorial support to all business units seeking digital editorial input

Knock Twice, New York, NY March 2015 – November 2015
Editorial Strategist / Writer

- Authored and edited content for Google's marketing platform, Think with Google (TwG)
- Crafted copy on behalf of top executives at YouTube, TwG U.S., TwG APAC, and TwG Australia
- Developed editorial strategy and recommendations for internal Google projects
- Provided editorial support to K2X's public relations team, including brand voice and positioning

R/GA, New York, NY June 2013 – February 2015
Corporate Communications Social Media Manager

- Served as principal writer/editor for internal blog and newsletter for 1400 employees worldwide
- Developed and implemented social strategy and analyzed performance data
- Doubled fan growth on social properties and doubled time spent on internal blog

SocialChorus, New York, NY October 2011 – May 2013
Lead Copy Editor / Manager, Strategic Accounts

- Executed copy editing of Facebook and Twitter pages for 7 national brands
- Responsible for digital PR outreach to bloggers and subsequent relationship management on behalf of Fortune 500 companies

First Advantage Litigation: BackTrack Reports, New York, NY October 2009 – September 2011
Investigator

- Produced written reports investigating the backgrounds of hedge funds and hedge fund managers
- Synthesized data including litigation, media sources and financial reports into narrative format

Greenspun Corporation: Niche Media Holdings, New York, NY May 2008 – March 2009
Research Editor / Contributor

- Pitched, arranged and authored interviews for Gotham and Los Angeles Confidential
- Contacted sources and conducted online research to verify accuracy of information

Sur La Terre Magazine, New York, NY March 2008 – May 2008
Consultant: Assistant Editor, New York City Edition & Launch

- Assisted, arranged and authored front of the book spreads
- Created relationships with press contacts for each scouted location

Trace Magazine, New York, NY September 2006 – March 2008
Web Editor

- Planned, assigned, edited and posted all blog entries
- Managed 20 writers for the daily blog; managed the weekly "Intelligence Newsletter"

Education

University of Michigan

Ann Arbor, MI

- B.A. in English September 2001 – April 2006

Skills

- Active and knowledgeable in Facebook, Twitter, Instagram, Tumblr, LinkedIn, Pinterest
- Microsoft Office, Adobe Photoshop, FinalCut Pro, PowerPoint, Google Docs, HTML web design
- Fluent in French; proficient in Spanish; basic knowledge of Latin