

LAUREN SIGFUSSON

EDITOR | WRITER | CONTENT MANAGER

CONTACT

360-421-2288

Lauren.Sigfusson@gmail.com

Linkedin.com/in/LSigfusson

LSigfusson.wix.com/LaurenSigfusson

EXPERIENCE

July 2018 – Present

Digital Producer

WUWM - Milwaukee's NPR
Milwaukee, WI

- Manage and produce digital content, increasing page views by 312% and unique visitors by 262% over 12 months
- Help strategize, manage, and coordinate station communications and community engagement, including events and community-powered stories
- Develop standards and guides, serving as a resource on best practices in digital content
- Oversee WUWM's social media

January 2018 – July 2018

Digital Content Coordinator

Kalmbach Media
Waukesha, WI

- Worked across departments and brands to facilitate and implement digital content strategies
- Collaborated with editors and staff of Kalmbach's 13 brands to develop and implement standards for digital presence, serving as a consultant
- Wrote and edited science and technology stories for Discover magazine, spearheading Drone360 blog and social channels

January 2016 – January 2018

Associate Editor — Web

Kalmbach Media
Waukesha, WI

- Managed online content for newly launched publication, increasing web visits by 254% over 17 months
- Developed style guide and maintained editorial calendar
- Wrote and edited science and tech articles for Discover magazine and Drone360 magazine
- Oversaw remote freelance writers
- Led Drone360's social media strategy, growing followers by 114% over 17 months and driving 24% of all web traffic
- Collaborated with writers, editors, and designers on Drone360's bi-monthly print magazine
- Launched Drone360's video program

June 2014 – July 2015

Copy Editor and Copywriter

Uber
San Francisco, CA

- Created and deployed newsletters using Mailchimp and Salesforce, establishing standards and introducing new templates
- Updated, wrote, and edited digital and print marketing communications, ensuring consistent branding and messaging
- Coordinated focus groups and events
- Identified and secured partnerships for Uber SF Partner Perks program

SKILLS & TOOLS

Editing
Writing
Content Management
Social Media
Project Coordination
Newsletters
WordPress
Problem-solving
Organization
Audience Engagement
Editorial Planning
Digital Content
Collaboration
SEO
CMS
Google Analytics
Basic HTML/CSS

EDUCATION

Bachelor of Arts in Communication: Journalism and Media Production

Minor: Political Science
Washington State University
Pullman, WA

Study Abroad and Internship Program

Richmond, The American
International University
London, England