

LARA GRANT

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SUMMARY

Seasoned writer and editor with work spanning print, online, photography, and video. Expertise in travel and wellness, plus well-versed in SEO, social media, and e-commerce best-practices. I can help organizations broaden their reach to audiences through engaging content across digital platforms.

SKILLS

- Writing
- Editing
- Photography
- Social Media
- SEO
- Freelance Management
- E-Commerce
- Video Production
- WordPress

EXPERIENCE

Oyster.com, a TripAdvisor Company

08/17 to 05/20: **Editor**

Responsible for managing a team of writers; wrote and edited hotel reviews, and photographed hotels in domestic and international destinations such as Thailand and French Polynesia. I employed SEO and data analytics to inform content for reviews and the several travel-related articles I wrote each month. Managed the Pinterest and Flipboard accounts for Oyster, and created videos for the site's YouTube channel.

- My 313 articles brought in approximately 4 million unique visitors (second-highest of any author)
- Luxury Hotel Bathroom Hacks e-comm article resulted in \$10,500+ worth of sales in one month
- Pinterest followers increased 271% under my management

02/16 to 08/17: **Associate Editor**

Hired and managed a team of freelance writers, as well as wrote and edited hotel reviews. I pitched/wrote travel-related articles for the website, which were syndicated to sites such as *USA Today*, *ABC News*, and *Business Insider*. Photo/hotel-review trips included Dubai and Sri Lanka.

02/15 to 02/16: **Editorial Assistant**

Updated hotel reviews, wrote blog articles, and created hotel awards lists to help users make their travel decisions. I also sifted through resumes, interviewed candidates, and eventually hired/trained someone to manage customer service requests. I went on two trips to photograph/review hotels for Oyster and TripAdvisor. I also served on a wellness committee for TripAdvisor and was responsible for a smoking cessation program becoming a company benefit.

07/14 to 02/15: **Editorial Intern**

I wrote articles, linked hotel reviews for SEO purposes, and handled all customer service requests. I also helped with various editorial-based projects and updating reviews when necessary. Additionally, I went on a trip to Las Vegas to tour various hotels and subsequently write hotel reviews and blog articles.

Freelance Writer/Videographer

06/13 to 04/20

Jetsetter, SmarterTravel, and Airfarewatchdog: Wrote travel-related content for their audiences.

Expanded Schools by TASC: Produced a five-minute video that was shown at a conference; filmed and edited footage using Final Cut.

Webranx, an internet marketing company: Wrote custom/branded content for their clients utilizing search engine optimization.

Field & Stream, Outdoor Life: I converted 50 back issues into iPad files; created contracts for contributing writers, photographers, and designers. I managed payments by facilitating requests through the editors and financial department. I assisted the production manager with photo releases and ensuring that all edits requested by the art department were completed.

EDUCATION

05/13 Bachelor of Journalism, with Honors, GPA: 3.72
The University of Texas - Austin

VOLUNTEER WORK

New York Cares, Citymeals on Wheels, Vipassana Meditation Center, Animal Haven Center