

Lauren Geber

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Experience:

The Millennial Slacker's Guide (MSG) (Denver, CO) Website link: <https://www.themillennialslackersguide.com/>

Writer and Lead Editor (January 2019-present)

- Responsible for editing most content on the site, including managing and making decisions on style and format.
- Wrote a highly popular article series that tripled page traffic on the site.
- Analyzes SEO and site traffic through Squarespace and Hootsuite.
- Works directly with the Founder of MSG to make content, style, and other site-related decisions including branding and outreach.
- Communicates frequently with other writers for the site as it relates to editing their work.
- Promotes MSG across different social media platforms in an effort to promote readership and page traffic.

HerCampus.com (Denver, CO) Website link: <https://www.hercampus.com/>

Chapter Advisor (August 2018-August 2019)

- Oversaw five to seven Her Campus chapters nationwide throughout the course of a semester. These responsibilities included sending weekly feedback to each chapters' Campus Correspondent, providing assistance and guidance as needed, and resolving issues within each chapter.
- Tracked each chapter's performance weekly from content creation, social media posts, and community engagement.
- Took the success gained from a personal experience in Her Campus to provide insight for chapters looking to grow their following on campus or to build a stronger team.
- Worked to troubleshoot technical issues related to content or SEO management.
- Reported to the Director of Community Relations at the Her Campus Headquarters in Boston, MA, and communicated concerns and needs of each chapter frequently.

HerCampus.com (FSU Chapter) (Tallahassee, FL) Website link: <http://www.hercampus.com/school/fsu>

Editor and Writer (September 2013-May 2014)

- Wrote weekly articles as a contribution to the publication.
- Edited other writer's articles weekly.
- Uploaded articles online to be published.
- Attended weekly meetings and promoted the chapter online through social media engagement and on campus through tabling, volunteering, and community events.
- Recognized as a top writer on the team through page views and overall readership.

Editor-in-chief (June 2014- December 2014)

- Oversaw entire writing and editing staff along with the executive board, social media liaisons, finance chair, and all other members of Her Campus FSU.
- Delegated all positions within the organization by conducting interviews and reviewing applications for every staff member. Appointed the Executive Board and delegated those tasks accordingly.
- Hosted and led weekly meetings, including creating the meeting agenda per the needs of the chapter. Managed and tracked attendance for each meeting.
- Implemented and tracked the chapter's first incentive points system to create a productive atmosphere for staff.
- Maintained and oversaw budget and financial spending of the organization.
- Coordinated all events led by Her Campus FSU, including tabling events, campus organization events, volunteer events, and staff bonding events such as bowling and the end of the semester party.
- Maintained Her Campus' status as a Registered Student Organization on the FSU campus.
- Used Google Analytics to track site traffic and to manage SEO.
- Reported to Her Campus FSU's appointed Chapter Advisor to ensure all requirements of the chapter were being met.

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- Led the chapter to achieve Gold status throughout the Her Campus network of over 300 chapters worldwide. Her Campus FSU continues to be one of the top chapters in the nation as it relates to content quality, readership, and overall community impact.

TrueNole.com (Tallahassee, FL) Facebook page link: <https://www.facebook.com/TrueNoIe/>
Editor and Writer (September 2013-May 2014)

- Wrote weekly articles as a contribution to the publication.
- Edited other writer's articles weekly.
- Uploaded articles online to be published.
- Worked closely with the Founder to launch the site from the ground up, providing editing and writing skills and other knowledge needed to succeed with online publications.

Education:

University of Central Florida (Orlando, FL)

Associate in Arts Degree (September 2011-Spring 2013)

- Received President's List Fall 2011 for 4.0 GPA.
- Received Dean's List Spring 2012, Fall 2012, and Spring 2013 for 3.5 or higher GPA.

Florida State University (Tallahassee, FL)

Bachelor's Degree in Editing, Writing, and Media with a Minor in Communications (September 2013-December 2014)

- Received Dean's List Fall 2013, Spring 2014, Summer 2014, and Fall 2014 for 3.5 or higher GPA

Honors:

- National Society for Leadership and Success (UCF Chapter) Member, spring 2012-present.
- Graduated Magna Cum Laude at Florida State University.