

# LAURENKIRSCHMAN

**phone.** 814-341-8496

**email.** lkkirschman@gmail.com

**web.** laurenkirschman.com

**twitter.** @laurenkirschman

## EXPERIENCE

### **PUBLIC INFORMATION OFFICER** — 2022-PRESENT

**UNIVERSITY OF WASHINGTON** – Seattle, Wa.

*Cover research, programs and initiatives in the areas of communication, history, world affairs, arts, humanities and economics.*

- Identify stories and research that will attract news coverage and generate interest in the local community and nationally
- Edit and write news releases, conduct interviews and assist faculty with writing for a mainstream audience
- Facilitate contact between faculty and reporters in the national and local media
- Monitor developing news and identify university experts that can speak on various topics

### **SPORTS REPORTER, COLLEGE** — 2018-PRESENT

**THE NEWS TRIBUNE** - Tacoma, Wa.

*Comprehensively cover the highest level of college athletics.*

- Executed coverage of University of Washington athletics by identifying storylines and delivering material that resonated with readers and attracted subscribers
- Established and strengthened a personal social media brand that appealed to stakeholders, created trust and encouraged engagement
- Implemented knowledge of digital trends to generate strategies and boost interaction
- Closely monitored the Pac-12 Conference and the NCAA to remain at the forefront of the latest news and developments

### **SPORTS WRITER, COLLEGE & NFL** —2016-18

**PENNLIVE.COM** - Pittsburgh, Pa.

*Expanded coverage into Pittsburgh by evaluating the audience and producing content that generated interest in a competitive market.*

- Focused on college athletics, recruiting and the National Football League
- Managed various social media accounts, including organizing calendars, optimizing content, monitoring ad campaigns and designing graphics
- Customized content to target specific audience through social media posts, building two of the fastest-growing pages across Advance Local
- Collaborated with a team to plan and execute social, video and content strategies for events like National Signing Day and the NFL Draft

### **SPORTS WRITER, COLLEGE & FEATURES** — 2012-16

**BEAVER COUNTY TIMES** - Beaver, Pa.

*Covered major college athletics while also producing award-winning features*

- Drove reporting of Division I college athletics, including the University of Pittsburgh
- Participated in daily planning meetings, supervised reporters, mentored interns and organized written and visual content for publication
- Wrote nationally award-winning features, including a story on a high school soccer player born without lower legs
- Edited stories using Blox CMS, designed pages with Adobe Creative Suite and amplified content on company social media accounts

### **SPORTS WRITER, PREPS** — 2012

**CITIZEN OF LACONIA** Laconia, N.H.

*Wrote stories, edited copy and helped design and produced the sports section*

- Proofed content and designed pages using QuarkXPress
- Traveled the Lakes Region to provide thorough coverage of all local sports

## AWARDS

### NATIONAL

**1st Place, Personality Profile**

*Inland Press Association; 2016*

**Top 10, Feature Stories**

*Associated Press Sports Editors; 2015*

### STATE

**1st place, Sports Feature**

*Pennsylvania APME; 2016, 2015*

**1st Place, Sports Story**

*Keystone Press; 2016, 2015*

### REGIONAL

**1st place, Newspaper Sports Feature**

*Pittsburgh Black Media Foundation; 2016*

**1st place, Sports Article or Series**

*Golden Quills; 2015*

### COLLEGIATE

**Koberlein Award for Excellence**

*The Pitt News; 2012*

## EDUCATION

**University of Pittsburgh**

*summa cum laude*

Bachelor of the Arts, English Writing

Bachelor of the Arts, Communications

## SKILLS

Adobe creative suite, content strategy, digital media, editing, HTML, multimedia journalism, page design, research, SEO, social media management, storytelling

## PROFESSIONAL DEVELOPMENT

**Northwestern University**

*via Coursera*

**Content Strategy for Professionals**

*A five-course specialization on engaging audiences, managing content and expanding reach and impact*

**Sports Marketing**

*A six-week course on growing customer bases, attracting sponsors, event management and public relations*

**Social Media Marketing**

*A five-course specialization on social analytics, strategy, metrics, management tactics and platform-specific messaging*