

LAUREN MAULDIN

MFA

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COMMUNICATIONS & CONTENT STRATEGIST

Experienced marketing professional with a diverse skillset and experience creating branded B2C content. Expert writer and editor, problem solver and creative strategist. Proven track record captivating a large online audience through social media, blogging and email newsletters. Team leader of artists, writers and content creators. Able to forge solid relationships with strategic partners across multiple organizations, adhere to deadlines and follow through various projects. **Core competencies include:**

Strategic Content Planning • Cross-Platform Writing • Web Content Management
Social Media Marketing • Graphic & Web Design • Photography • Editorial Calendars
Search Engine Optimization • Team Building & Leadership • Digital Storytelling

SELECTED ACHIEVEMENTS

- Created editorial calendar, managed social promotion and wrote content for *The Plaid Horse* blog resulting in a 941% increase in users in 22-month tenure
 - Wrote and published op-ed in the *Los Angeles Times* that was the most read piece online on Sunday, 2/24/19
 - Managed KingsIsle Entertainment's special holiday events for their 45+ million player MMO games including concept, graphic design, marketing copy, HTML/CSS web design, and implementation
 - Created, moderated and facilitated organic growth for *The Plaid Horse* magazine's "Adult Amateur Lounge" Facebook group, currently on 20% monthly member and 200%+ engagement growth tracks
 - Covered USHJA 2019 Hunter Derby Finals horse show with social media, photography, interviews, and journalistic coverage as a solo media representative for *The Plaid Horse* magazine
 - Founded, organized and judged the Equestrian Voices Creative Writing Contest to celebrate equestrian literature for literary nonfiction, fiction and scholastic writers
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PROFESSIONAL EXPERIENCE

The Plaid Horse, Canton NY *via Austin, TX*

December 2017 – Present

Senior Editor

Online and print editor for *The Plaid Horse*, a North American hunter/jumper horse show magazine. Controls editorial calendar, edits contributor posts, writes editorials and researched nonfiction or print and web. Works with authors to shape and edit all content prior to publication. Creates reader engagement through social media channels. Manages junior employees and the e-mail marketing program with creative art direction, content creation and execution. Provides photography for the publication at equestrian events. Acts as a liaison between media partners, advertising clients and freelance writers. Manages e-mail marketing calendar, analytics, content and design in MailChimp.

University of California Riverside, Riverside CA

2018 – 2019

Graduate Teaching Assistant

Taught creative writing workshops and led discussion sections for undergraduate students. Wrote syllabus, created lessons plans, picked reading list of personal essay and memoir excerpts, and led discussion and instruction on the craft of creative nonfiction for topics including characterization, voice, command of time, research, tension, scene, reflective voice, pacing and structure. Set workshop expectations for students, guided feedback and provided personal comments for a rough draft, revision and final submission for each student.

KingsIsle Entertainment, Austin TX

2011 – 2017

Marketing Producer

Managed marketing content for award-winning online games with 45 million+ registered users. Conceptualized, wrote and designed creative content for multiple platforms, including email marketing, web layout & coding, blogs, and seasonal events. Acted as managing marketing designer for graphics and front-end development for e-mail marketing templates, social media graphics, landing page design and mobile marketing assets. Worked to conceptualize holiday events, special game promotions, and audience engagement through web content. Designed UI/UX experience for users' account management by creating wireframes and working with the web development team. Maintained cross-department relationships between marketing and web as well as game design teams. Managed creative art direction and timeline for marketing artists. Wrote copy tailored for various audiences, including marketing, search engine optimization, educational and community engagement.

She Moved to Texas, Austin TX

2011 – Present

Blogger

Write an equestrian lifestyle blog with rapidly growing audience. Full editorial calendar includes product reviews, humor, photography, editorial and personal narrative. Featured in a national equestrian online publication as well as several "Top Blogger" lists. **Recognitions include:** HorseClicks Top 50 Horse Blogs, Worldwide 2015; Chronicle of the Horse "Amateurs Like Us" Feature, Nationwide 2014; Equestrian Social Media Awards Finalist, Worldwide 2014. Predominantly active from 2011-2016.

Various Contracts, NC, MA, TX

2008 – 2011

Interactive Designer

Responsible for e-commerce web design and print material for a variety of companies. Consulted with clients on design needs and business goals. Designed websites and web banner advertisements, managed search engine optimization, created print materials and developed social media strategies. Wrote creative blog posts that shared valuable industry information, lifestyle pieces and humor to achieve clients' messaging goals. HTML/CSS front-end development, e-mail marketing, copywriting, and ad design.

EDUCATION

University of California Riverside, Riverside, CA

2019

MFA in Creative Writing, Nonfiction

North Carolina State University, Raleigh, NC

2008

Bachelors in Arts, English Education

Minor, Creative Writing

SELECTED PUBLICATIONS

"Keto Crash" in *Mud Season Review*, Issue 43 2019"Grief Bacon: Pressuring Myself" in *Modern Loss*, March 2019"The Colors of His Addiction" in *Los Angeles Times*, February 2019"One Mask at a Time: An Interview with Stephen Dunn" in *Los Angeles Review of Books*, January 2019"How to Date Me" in *Quarter After Eight*, Volume 24 2018"Susie Humes: Preserving the Classics in a Modern World" in *Sidelines*, January 2018"Country Music and Mustangs: An Iconic Pairing of the American West" in *Sidelines*, January 2018