

Lauren Busser, M.S. (she/her) Content Designer

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I am a content designer with over 10 years of writing experience pursuing a new position that will allow me to use my background in editorial, content design, and social media marketing to tell brand stories.

EXPERIENCE

Freelance Writer and Content Manager, 2012+

Notable clients include Forever 21, Jerome's Furniture, NARS, Buxom, Zauben also published fiction and poetry.

Press Manager, 2022-Present

HighKey Agency

Senior Writer + Special Projects, 2016-Present

Tell-Tale TV

Graduate Research Assistant, Wearables, 2021-2022

New York University, Tandon

Digital Learning Assistant, 2020-2022

New York University, Gallatin

Content Designer, 2012-2019

The House Designers

SKILLS

Content Design, UX Design, Strategy

Digital Accessibility (WCAG), Content Strategy, User Research, Interviewing, Project Management, Storytelling, Storyboards, Scripting

Social Media and Content Marketing

Editorial Calendars, Editorial Management, AP Style, Search Engine Optimization (SEO), Instagram Strategy, Facebook Strategy, Blog Writing, Blog Formatting

Project Management

Client Management, Project Mapping, Budgeting, Scoping

Tools & Software

Microsoft Office, Google Docs, Adobe Creative Cloud, Trello, Asana, Teamwork, Slack, Discord, Notion, Basecamp, Monday, Miro, Figma, Wordpress, HTML, CSS, p5.js

EDUCATION

UX Writing Fundamentals – Certificate

UX Writing Collective

Masters - Integrated Design and Media

New York University

Bachelors – Writing and Literature

Sarah Lawrence College

AWARDS AND HONORS

NYC Digital Humanities Graduate Award

Honorable Mention

1st Place, Short Story – Single Story

National Federation of Press Women

Best Small Fictions 2020 Selection

National Federation of Press Women

SELECTED PUBLICATIONS

The Subtle Feminism of Janeway's Holonovel

StarTrek.com

'Author, Author' Can Teach Us a Lot About A.I. and Copyright

StarTrek.com

New YA Novel 'Wrecked' Tackles Sexual Assault on Campus

Bitch Media

'Timeless' Takes History and Makes It Personal

Tell-Tale TV