

# LINDSAY NICOLE ROSEMAN

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## PROFESSIONAL EXPERIENCE

### **Make It Better, Make It Better Media | Winnetka, IL**

*Digital Editor, June 2013 to present*

- Pitch, assign, schedule and write exclusive, SEO-friendly content in all departments for MakeltBetter.net, a lifestyle publication for women living in Chicago's North Shore that averages 100,000 pageviews per month
- Manage all social media outreach, including regular updates of all accounts, contests, promotions and branding initiatives
- Collaboratively plan yearlong web content for all sections; edit and manage posting of all magazine and web content; repackage content as needed for special/seasonal sections; oversee production of all email newsletter campaigns that each reach almost 23,000 subscribers
- Manage and write print magazine front-of-book pages: Web Call Outs, You Said It and New in the Northern Suburbs
- Facilitated design and launch of a homepage redesign in July 2013; interview, hire and manage a team of interns each semester

*Web Editor, August 2012-June 2013*

- Updated the content management system (CMS) daily, including the event calendar, online business directory and online ads
- Launched the Pinterest account, which became a top traffic source; helped launch the Tech Mamma video series with Verizon Wireless

### **Women's Health, Rodale Inc. | New York, NY**

*Freelance Writer, August 2011-June 2012*

- Maintained the weekly "What We're Reading" blog with links to new health and fitness studies, videos and celebrity health news stories
- Contributed health- and fitness-related blog posts to WomensHealthMag.com and uploaded articles to the CMS

*Editorial Intern, June-August 2011*

- Produced original health, fitness and weight-loss content published online and in the print magazine
- Researched and interviewed doctors and trainers to develop feature ideas to pitch to senior editors
- Compiled monthly news reports for editors and maintained the weekly "What We're Reading" blog with the latest research findings

### **Her Campus Mizzou, Her Campus Media**

*Editor-in-Chief, May 2011-May 2012*

- Pitched, assigned and edited all editorial and photo content for the Mizzou branch of the largest online lifestyle magazine for college women
- Responsible for producing and uploading web content in seven categories weekly; managed editorial calendar and title brand
- Oversaw event planning and social media outreach; managed a staff of more than 30 contributors
- Under my leadership, Her Campus Mizzou was recognized for "Best Content" in 2012 and was regularly a top-trafficked branch

*Staff Writer, September 2010-May 2011*

- Wrote profiles and feature stories on topics of relevance to college women, including pop culture, campus events, fitness, fashion and beauty
- Generated survey ideas; wrote informational event reports; promoted all content across social media platforms

### **Seventeen, Hearst Corporation, Editorial Intern | New York, NY | December 2011-January 2012**

- Wrote a daily news and gossip memo, weekly memo with reader feedback and weekly entertainment memo for editors
- Wrote survey questions, developed feature ideas, conducted research for stories in all departments
- Transcribed celebrity interviews for feature stories and interviews for the 'My Life' page; wrote drafts for 'My Life' stories

### **Columbia Missourian, Reporter | Columbia, MO | January-May 2011**

- Education beat reporter for the web-first professional daily newspaper of Columbia and mid-Missouri
- Wrote and researched articles on secondary education issues within Columbia public schools, uploaded content to the CMS

### **Make It Better, Make It Better Media, Editorial Intern, | Winnetka, IL | January 2011**

- Wrote, edited, researched and fact-checked articles for the website and print magazine
- Organized advertisement and client information and formatted press releases to be posted on the web

## EDUCATION

### **University of Missouri, Columbia, MO | Graduated May 2012**

Bachelor of Journalism in Magazine Journalism, Spanish Minor, Multicultural Certificate

**Honors:** Graduated Cum Laude in three years, Journalism Scholar, Dean's List all semesters

**Capstone experience:** Created a prototype magazine, *Better Cook*, in conjunction with Meredith Corporation Special Interest Media

**Activities:** Member of Kappa Alpha Theta women's fraternity, Journalism School Ambassador

**Strengths:** Reporting, writing, editing, copyediting, web production; strong interest in health and fitness, food, and entertainment

**Skills:** AP Style, Adobe Creative Suite, Photoshop Elements, WordPress, Joomla, Campaign Monitor, SEO, basic HTML, Google Analytics, social media strategy, HootSuite, Wufoo