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# LAUREN A. HERBERT

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## EDUCATION

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THE UNIVERSITY OF GEORGIA - *ATHENS, GEORGIA*

MAY 2017

GRADY COLLEGE OF JOURNALISM AND MASS COMMUNICATION

MAJOR: DIGITAL AND BROADCAST JOURNALISM    MINOR: THEATRE    CERTIFICATE: NEW MEDIA    GPA: 3.8/4.0

STUDY ABROAD - *TRAVEL WRITING*

SUMMER 2015

- Report, wrote and produced in-depth video travel packages using Final Cut Pro

*Prague, Czech Republic*

## SKILLS

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- Adobe Premiere, Final Cut Pro, iNews, HTML/CSS Coding, Audio, Video/Photography, MediaCentral, all social media platforms

## JOURNALISM EXPERIENCE

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RED AND BLACK - *MULTIMEDIA EDITOR*

DECEMBER 2016 - PRESENT

- Assign, edit, post and update all multimedia stories appearing on the site's daily online edition
- Produce and create weekly podcast, videos and Facebook Live segments
- Coach reporters before, during and after the reporting process to ensure complete coverage for multimedia

*Athens, GA*

GRADY NEWSOURCE - *MULTIMEDIA JOURNALIST/DIGITAL PRODUCER*

JANUARY 2015 - PRESENT

- Generate daily content on all platforms including: packages, VO/SOTS, online posts and social media posts
- Master news equipment and positions such as playback, audio, cameras, prompter and floor director
- Multimedia Journalist, Producer and Anchor for the twice weekly live newscast

*Athens, GA*

COX MEDIA MOBILE NEWS LAB - *STUDENT LEADER/WORK FORCE CERTIFICATE*

AUGUST 2015 - DECEMBER 2016

- Write, edit and produce packages solely on mobile devices - partnered with Georgia Chamber of Commerce
- Appointed as the student leader for 20 other students to teach the latest mobile news gathering and storytelling techniques
- Experiment through collaborative projects hosted by leading media organizations such as CNN, AJC and NewsON

*Athens, GA*

TODAY (NBC NEWS GROUP) - *PRODUCTION INTERN*

JUNE 2016 - AUGUST 2016

- Research various story ideas and develop concrete pitches for the show or for the digital platforms of the show
- Master MediaCentral to transcribe and log interviews that were seen on the show
- Experience a national network newsroom in the throes of a live news show 5 times a week

*New York, New York*

DIGITAL CAMPAIGN SPECIALIST - *INTERN*

DECEMBER 2013 - JULY 2014

MEAGAN BIELLO STATE HOUSE CAMPAIGN

*Canton, GA*

- Extensively utilized communication and social media skills while supervising a 25 person campaign
- Conducted campaign's planning, strategy and tactics while assisting with the campaign's internal communication
- Directed the campaign's social media outlets and designed promotional materials using Adobe Illustrator and InDesign

## LEADERSHIP EXPERIENCE AND ACHIEVEMENTS

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COX INSTITUTE LEADER - *HONOREE*

JANUARY 2017 - PRESENT

- Nominated by faculty to serve as a leader for Cox Media Institute
- Meet weekly to explore what journalistic leadership means and how it's exemplified by reporter and editors

MCGILL AND COX-SABEW FELLOW - *HONOREE*

AUGUST 2016 - PRESENT

- Selected by a faculty committee "for strengths in academics, practical experience and leadership"
- Meet and discuss the digital industry with top leaders such as New York Times, Fortune, CNN, NPR and AJC

GRADY AMBASSADOR - *STUDENT LEADER*

MARCH 2016 - PRESENT

- Selected out of over 200 students to represent Grady College due to leadership and academic dedication
- Present a positive and lasting image of the college and having the opportunity to network with top leaders in the industry

DIGAMMA KAPPA BROADCAST SOCIETY - *SOCIAL MEDIA DIRECTOR*

JANUARY 2016 - PRESENT

- Lead an atmosphere to learn about jobs, networking opportunities, activities, and social functions within the broadcasting industry
- Manage Twitter, Facebook and Instagram for a 150-member society