

# LAUREN A. KEIM

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## CORE COMPETENCE & SKILLS

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- ♦ Journalism professional who is a detail-oriented, creative, organized, and goal-oriented team player
  - ♦ Excellent verbal, written, and interpersonal communication and analytical skills
  - ♦ Adaptable and can quickly learn new software and skills
  - ♦ **Technical Skills:** DSLR Cameras • Adobe Creative Suite, MS Office, Final Cut Pro • WordPress, Storify, Blogger
    - Extensive knowledge with running a variety of social media platforms for business and content aggregation: Tumblr, Facebook, Pinterest, Snapchat, Twitter
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## WORK EXPERIENCE

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### KEIM MEDIA CONSULTING

AUSTIN, TEXAS

Media and Marketing Consultant/Office Manager

August 2014 - Present

Graphic and logo design || Business Branding || Content management || Photography || PR || Photo editing || Social media management || Marketing || Website design and management || Office organization || Invoicing for clients || Minimal coding (HTML, CSS) || Video editing

### SHUFFLE ONLINE

AUSTIN, TEXAS

Music Editor

July 2014 – April 2016

Editing || Gave feedback to writers to improve skills || Received pitches || Reported on Austin Film Festival 2014 || Conducted interviews || Content management || Event reviews || WordPress || AP Style

### AUSTIN FUSION MAGAZINE

AUSTIN, TEXAS

Contributor

January 2015 – July 2015

Content management || Interviews || Social Media Management || Marketing for the publication || Generated Reports || Spotted trends || Reviewed new music, shows, venues || WordPress || AP Style || Covered SXSW shows

### ANGELS OF CARE PEDIATRIC HOME HEALTH

AUSTIN, TEXAS

Therapy Supervisor- Austin, San Antonio, and Houston

June 2012 – August 2014

Direct supervisor for therapists || Direct contact for families and case managers || Handled referrals and complete intake paperwork family || Heavy data entry || Generated and processed reports || Verified all Medicaid and private insurances || Obtained authorizations || Processed all patient discharges || Responsible for all chart maintenance

### COLLIN COLLEGE CPC LIBRARY

MCKINNEY, TEXAS

Circulation Student Assistant

June 2010 – March 2012

Assisted patrons in circulation procedures, location of resources, and operation of equipment || Generated and processed reports || Record maintenance using Polaris Library System || Collection maintenance, inventory auditing, and other miscellaneous projects. || Processed incoming and outgoing materials.

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## EDUCATION

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### UNIVERSITY OF TEXAS AT AUSTIN – Austin, Texas

B.A. in Journalism

May 2015

### COLLIN COLLEGE – McKinney, Texas

A.A. of General Studies

December 2011