



# LAUREN BAREISS

## // CONTACT

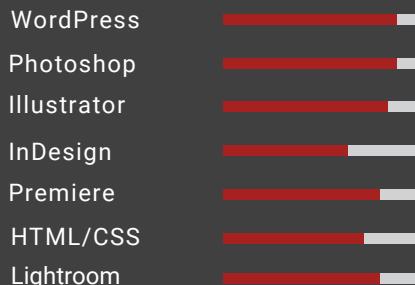
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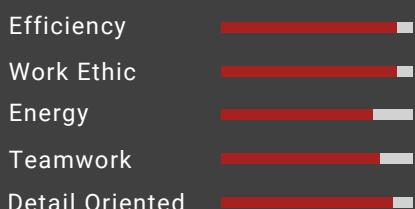
## // HARD SKILLS



## // Other Skills

WP Engine, Godaddy, A2 Hosting, Hostpapa, Namecheap, WP Bakery Page Builder, Site Origin Page Builder, Beaver Builder, Divi, Local SEO, Squarespace, Woocommerce, FileZilla, Gravity Forms, G Suite, Social Media, MS Office, Libre Office, DJI Spark

## // SOFT SKILLS



## // EXPERIENCE

### 2015 - CURRENT MARQUETTE, MI

IN OFFICE AND REMOTE  
WORK EXPERIENCE

#### MEDIABREW COMMUNICATIONS

Web Department Manager, EEO Officer, Front End Developer & Print Production Artist

During my time at what is formerly Great Lakes Radio, Inc., I started as a graphic designer and am now Web Department Head, managing our digital marketing team and working with other station departments to keep a consistent message. Aspects of this job included project management, web design, social media management, photography, videography, graphic design, writing, supporting the sales team, and some IT work.

### AUG - DEC 2016 MARQUETTE, MI

#### LAKESHORE SCHOOL PHOTOGRAPHY

School Photographer (Seasonal)

I traveled the Upper Peninsula and Wisconsin to photograph students from K-12. I learned advanced lighting techniques and new software skills.

### 2014 - 2015 AUBURN HILLS, MI

#### NORTH OAKLAND FAMILY YMCA

Lifeguard and Swim Instructor

During this year and a half, I trained in First Aid & CPR (Infant) to guard the pool safely. I also taught swimming lessons to children ages 3-9.

## // EDUCATION

### 2014 - 2016 MARQUETTE, MI

#### BFA - PHOTOGRAPHY, WRITING MINOR

Northern Michigan University

Completed four semesters at NMU taking courses in photography, writing, graphic design, and web development.

// President of NMU Equestrian Club & Member of NMU Student Photographic Society

### 2011 - 2013 ALBION, MI

#### BS IN ENVIRONMENTAL SCIENCE

Albion College

Completed three semesters at Albion College studying Environmental Science with Anthropology & Sociology minors.

// Stock Seat Equestrian Team, Eco Club, & Center for Sustainability and the Environment Institute

### 2007 - 2011 ROCHESTER HILLS, MI

#### DIPLOMA

Rochester Adams High School

Completed four years of high school at Rochester Adams High School to acquire diploma.

// Equestrian Team, Women's Choir, German Club, AP Biology, AP Environmental Science

## RECENT CERTIFICATES & COURSES

### GOOGLE DRIVE ESSENTIAL TRAINING

Aug 2020

LinkedIn

### LOCAL SEO

Aug 2020

LinkedIn

### SHOPIFY BOOTCAMP

Apr 2020

Udemy

## // REFERENCES

### TODD PASANEN

### MARY MAHANEY

Director of Operations & Information Systems  
mediaBrew Communications

Phone: (906) 250-9815

Regular Client  
Veridea Group/Harbor Vista

Phone: (906) 360-8208

## // WORK EXPERIENCE EXPANDED

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### MEDIABREW COMMUNICATIONS (formerly Great Lakes Radio, Inc.)

While working at the radio station I completed tasks in many different areas of the company. I developed an ability to adapt to new situations and work under pressure while still maintaining a standard of quality.

#### Web Design:

I built client and station websites with WordPress managing both the front end layout and back end maintenance. Web design included sitting in on or running client meetings to gather information on projects while gauging client expectations and demands. I researched and selected themes to review with clients or management, handling the purchasing of themes through ThemeForest.net, and customized layouts to meet client requests. I also worked on SEO for the websites with All In On SEO or Yoast or adding by on page and Local SEO content. I completed audits for new clients with tools like KW Finder, Neil Patel SEO Tools, and Moz. On the maintenance side of things, I did monthly full hand back ups of websites from SFTP/FTP connections on File Zilla, researched and tested WordPress plugins and core updates, and managed all theme updates. On client sites I created restore points for each site through our hosting provider, WP Engine, exported the zips and organized them in the company file system. I also created monthly database back ups for station sites through A2 Hosting, GoDaddy, HostPapa, and NameCheap and have worked with CPanel to install SSL certificates, edit and transfer DNS records, create subdomains, redirects, and more. I regularly accessed PHPMyAdmin to acquire stored procedures, import and export databases and add or drop tables. While on the job, I gained experience editing WordPress core files like wp-config.php, .htaccess, and header.php. At the end of each month collecting website and social analytics was also a regular item on my to do list. Among other things, I also built and updated some HTML based sites, schedule and manage web banner ads, and helped maintain company and client emails.

#### Project Management

During my time as Department Head for the Web Team, I oversaw numerous projects, delegated work, and coordinating with other departments to meet deadlines and maintain a consistent message. Specific examples include the redesign of flagship station sites Sunny.FM and WFXD.com, which each regular gain around 1 million views per month. After the company was bought out and became mediaBrew Communications, I worked directly with other department heads to create and brand a new radio station and built a strategic plan to implement a fresh look and sound. I outlined web design or promotions projects for the department working along side a small team to complete projects on time and to specification. I also trained in several coworkers and interns within my department and on boarded all new company team members.

#### EEO Officer:

As EEO Officer I worked directly with the owner of the company to lay out and implement a new hiring policy that made the process more efficient and fully complaint with FCC requirements. I designed process forms and on boarded department heads on the new policies. I handled recruitment for all departments, completing job postings on a network of job sites, sent wide dissemination emails, sat in on interviews and grew the recruiter contact list. I also regularly attended job fairs or other community outreach events as representative for the company.

#### Graphic Design:

I have been the designer on over 45 event promotions from start to finished. I created promotional materials for giveaway parties that required cohesive imagery on large posters, banners, 8.5x11 bucket images, sales sheets, invites, winner sheets, web ads, and more. I have worked on a variety of projects like yard signs and table runners, table top stickers, decals, apparel, business cards, and bus signs. Along with designing a majority of the print materials at the station, I coordinated with several local print and design shops to complete orders. Digital design work included web banner ads for clients, show banners for on-air talent pages and promotions, and website imagery.

#### Photography:

I have put in hours of photography work for the station on both Nikon and Canon set ups. Annually I complete local photographic event coverage for 4th of July Parades, Fireworks, Christmas is for Veterans, Quarterly Giveaway Parties, and HarborFest to name a few. I also photographed products for clients or the station's Discount Shopping Show like Chaga products, vehicles, and furniture. I took staff photos, high school sports photography, and more.

#### Content Generation:

As Web Department head I was always writing and assigning stories to team members. I published articles on community events like the 4th of July Parades or client news like new routes going into place for Marquette County Transit Authority. I have written interview posts, notes for meetings, local news and press releases, job postings, and sports articles. I followed company policy to comply with SEO standards on each article to improve traffic to the websites. Training co-workers on WordPress blogging and company posting policies was also a requirement. I have over 2,000 articles published across a network of websites that consistently reach over 2 million views per month collectively. Weekly I updated and sent our Shopping Show Newsletter to around 10,000 subscribers.

#### Videography:

I often went out on location to record client interviews or B-roll of a business and its products. I have produced over 40 videos for the station or clients using programs like Adobe Premiere or GoPro Quik. I also have experience handling drones.

#### Social Media:

I managed over 10 Facebook pages for the station or clients which I grew during my time at the station. The company also intermittently used Twitter, Instagram and LinkedIn. I created content, scheduled posts, interacted with followers, and review analytics to form a growth plan.

#### Information Technology:

I occasionally did some hardware repairs on computers like replacing cooling fans, power supplies, hard drives, monitors, and CPUs.