

LAUREN C AGUIRRE

EXPERIENCE

Growth and Community Editor, Votebeat Apr. 2022 – Present

Votebeat is the only newsroom in the country specializing in election administration and voting processes – not the candidates or the horserace.

- Running experiments with new story formats and different social media platforms to reach our target audiences as Votebeat grows
- Pitching story ideas based on questions or gaps in reader understanding
- Managing our social media accounts (including Reddit and TikTok), Search Engine Optimization, our newsletter portfolio, Apple News, NewsBreak, and news aggregation platforms
- Writing and editing headlines for the website, search, and social media
- Training the Votebeat newsroom on best audience engagement practices
- Editing reader-friendly stories that help answer questions about voting
- Coordinating and running virtual editorial events and other projects
- Producing and sending our national newsletter every week
- Sending email news alerts when the news warrants it

Audience Editor for Enterprise and Innovation, Oct. 2021 – Apr. 2022
The Philadelphia Inquirer

After my promotion, I focused on content strategy and innovative projects in addition to my previous duties as Audience Engagement Editor.

- Writing and pitching proposals for new platforms like texting and crafting strategies for these platforms to help us achieve audience goals
- Creating and executing social media plans for enterprise stories and investigations, including the A More Perfect Union project
- Conceiving of and writing Twitter threads and Instagram Stories, etc. that help break down the latest news, explain why it matters to our readers, and gets at how it may affect them

Audience Engagement Editor, Jan. 2020 – Oct. 2021
The Philadelphia Inquirer

- Managing Instagram, Facebook, and Twitter accounts on a daily basis
- Explaining breaking news with live tweets and Instagram posts
- Analyzing metrics (traffic, shares, likes) to measure our performance
- Optimizing headlines to work best for our audience on social media
- Explaining complex investigative journalism for readers on social media
- Leading story curation and writing for the Sunday edition of The Inquirer Morning Newsletter that was sent to thousands of readers
- Pitching story ideas based on questions our audience shares with us

Digital Producer, The Arizona Republic May 2018 – Dec. 2019

- Optimizing headlines for social, search and homepage
- Producing and copy editing 8-10 stories a day under deadline pressure
- Managing our homepage, mobile and desktop, 2 days a week
- Producing and running project management for longform stories

CONTACT

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SKILLS

Writing

- Audience development
- Content strategy
- Project management
- Headline writing and editing

Data Analysis

- Audience analysis and targeting
- Setting target goals and KPIs for social media, newsletters, etc.
- Google Analytics/Data Studio
- Parsely and Chartbeat
- Search Engine Optimization

Content Management

- Arc XP, Chorus, Wordpress
- Mailchimp and Beehiiv
- Adobe Photoshop, Figma, Canva

ORGANIZATIONS

Online News Association

- Global mission to innovate journalism and educate journalists
- Co-organizer for ONA Philly
- Founded ONA Phoenix group

AWARDS

Philbin Award for Legal Writing

This is an award for professional journalists that I won during my junior year of college for an article about SMU mishandling a sexual assault case on campus.

EDUCATION

Southern Methodist University

B.A. Journalism & Political Science
Law & Legal Reasoning Minor

Graduated 2015 with honors