

laura fries

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EXPERIENCE

Manager, Social Content Strategy | HOMEDEPOT.COM > SEPT 2011 - PRESENT

- Led team of 5 direct and 10 indirect reports; managed content creation for THD's Pinterest, YouTube, Apron Blog & "Style Guide" iPad app.
- Developed financial model for ROI of Content Marketing; driving 114% increases in weekly Pinterest referral revenue for a Fortune 30 company.
- Concepted User-Generated Content series "Style Challenge" pairing 60+ social influencer guest bloggers with THD merchandise; driving MMs of Pinterest impressions, eCommerce referrals and revenue participation.
- Created detailed editorial calendars against enterprise priorities and SEO content gap analysis, developing 20+ blog columns, 40+ Pinterest campaigns.

Community Manager | TURNER BROADCASTING > SUMMER 2011

- Engaged audiences of over 2.5MM followers for TNT's Summer Lineup, overseeing 400+% increases in monthly interactions within 30 days.

Graduate Research Assistant | PUBLIC DESIGN WORKSHOP > SEP 2009 - MAY 2011

- Led National Science Foundation funded "growBot Garden" project at Georgia Tech, codesigning robotic technologies. Featured in *Wired*, *Gourmet* & *CNN*.
- Awarded CoDesign Workshop Commission for 2010 01SJ Festival in SJO.

Founder | ROGUEAPRON.COM > SEPT 2007 - JAN 2011

- Created flash-mob dinner party network; securing press coverage from *CNN*, *NPR*, *Washington Post*, *ReadyMade*, *Atlanta Magazine* & numerous blogs.
- Developed 60+ event marketing strategies for original ideas inclusive of dinners, entrepreneur meetups, film screenings & DIY design workshops.

Web Director | ASSOCIATION OF ALTERNATIVE NEWSWEEKLIES > FEB - AUG 2007

- Authored web publishing best practices blog, codesigned web-to-print Wordpress plugins to generate convention newsletters, architected site redesign.

Online Editor | CREATIVELOAFING.COM > OCT 2004 - AUG 2006

- Oversaw online production of all CL publications, including 4 newspaper websites and multiple blogs, forums, podcasts and MySpace accounts.
- Managed 2 Content Management System (CMS) transitions in 6 months.

Food Editor/Staff Writer | SACURRENT.COM > JAN 2003 - JULY 2004

- Revamped "Food" section of paper, managed freelancers, assigned and edited copy, launched dynamic restaurant review database.

EDUCATION

2009-2011

MS, Digital Media
Georgia Institute of
Technology
Atlanta, GA

1999-2003

BA, History & Sociology
Trinity University
San Antonio, TX

STRENGTHS

EDITORIAL

Storyboarding & Sketches
Editorial Calendars
Standard Operating Procedures
Search Engine Optimization
(SEO)

CONCEPTUAL

System Design
Modular Workflows
Crowdsourcing
CoDesign Workshops

SOCIAL

Pinterest, YouTube, Blogging,
Wordpress, Facebook, Tumblr,
Twitter, IFTTT, Google+,
Instagram, Google Drive,
Curalate, HootSuite, CoTweet,
Vitruve, Brandwatch

ONLINE PRODUCTION

HTML/CSS, Google Analytics,
Omniure, Adobe Creative Suite,
Content Management Systems
(CMS), Newsletters (MailChimp,
Eventbrite)