



LAUREN MONITZ

ACCIDENTAL TEXAN BY WAY OF DEN & CHI

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HI, I'M LAUREN.

I've always had ADD with people, places and things. I'm a city girl trapped in a wanderer's world. The more off the beaten path, crazy, never been done before adventure, the better. That's my jam. And if you've never heard of it, that's my butter.

From becoming a certified Viking in Iceland to eating my way through Japan to taking on Thailand Hangover 2 Style and ascending Machu Picchu, I am a storyteller.

Let me tell your story.

On a mission to see all 50 states and at least 50 countries before 50, I describe my travel style as actively experiential and try to find the most offbeat adventures wherever I go from ski biking to zorbing to blackwater rafting.

I have bylines around the web from Eater and Huff Po to MSN and AOL. As a social media consultant, I have done Snapchat diaries for the Food Network and Instagram takeovers for Forbes. With 195K+ followers, I am an influencer, but more than that a connector. I bring the world to my audience. I'd love nothing more than to share it with yours too.

CONNECT WITH ME

- Clips: <http://bit.ly/lm-clips>
- Portfolio: LaurenMonitz.com
- Blog: TheDownLo.com
- LinkedIn: @LMonitz
- Instagram: @LMonitz
@AnAdventureStory
@OneTastyTrip
- Twitter: @LaurenMonitz

ABOUT ME

A triple threat in the tourism industry and an award-winning marketing and communications professional, I've seen all sides of the travel business from lead generation for one of the very first online tour operators to pumping out 30+ articles a month and managing a team of 50 around the world as a publisher. Recently, I've transitioned to the brand-side of destination development and local government and love the ability to affect impactful change where you live, while maintaining my own channels as a blogger, influencer, freelance writer, and digital marketing consultant. I've always worn multiple hats and wouldn't have it any other way.

I love nothing more than introducing people to a new side of their favorite place or showing them a hidden gem right in their own backyard. I don't think outside the box because I don't believe there is a box. Let's build something great together.

EDUCATION

- **MS in E-Business, DePaul University (2009-2011)** Graduated with distinction, 3.8 GPA
- **BS in Advertising, University of Colorado (2003-2006)** with a Certificate in Technology, Arts & Media. Graduated early with departmental honors & highest distinction, 3.75 GPA, top 10%

WORK HISTORY

Director of Communication - City of Beaumont (9/21-present)

- Built the city's communications department from the ground up to provide strategic marketing, policies, procedures and promotional assistance to 40+ municipal divisions and departments from tourism and events to infrastructure and water.
- Serve as the main point of contact for media outreach and public information for the city responding to press inquiries, managing media relations, and telling the story of Beaumont through all available channels and community touch points.
- Oversee communication efforts including but not limited to: PR, website management/development (including a 400 page revamp), social media, video production, graphic design, newsletters, podcasting, and a local cable access channel.
- Coordinate with the emergency response team during crisis communications.
- Supervise three full-time direct reports - a Senior PR Manager/PIO, Content/Social Media Specialist and Videographer and various part-time staff.

Marketing and Tourism Developer - Beaumont Convention & Visitor's Bureau (6/20-9/21)

- Strategic planning for city-wide capital development - dreaming up entirely new attractions and ways to improve current offerings to drive visitation in addition to growing the convention and sales business.
- Specialty tourism program development from foodie trails to geocaching.
- Creation and hosting of large-scale events from the ground up (Artaco + Beaulympics, attended by thousands of residents)
- Digital marketing management - social media and content strategy for 10+ channels.
- Niche market development focused on growing segments from outdoors to accessible travel through diversity and inclusion initiatives and travel guide development.
- Media relations, Influencer Program Management, and PR - unofficial disaster pro and crisis communications after successfully navigating a pandemic and multiple hurricanes.

Founder, the Influencer Institute (1/17-present)

- My consulting company, The Influencer Institute, was created to educate brands on best-practices for working with influencers and teaches new influencers how to maximize their online presence.
- Collaborate with over 100 brands in 25 states connecting the right creators to the right travel and destination brands managing the entire campaign process from talent vetting to contract negotiations, content deployment, reporting and social media management.

Director, Content, UX, and Social Media Consulting - Inside Out Media (9/14-4/17)

- Managing Editor, inspiration and wanderlust curator of two daily online travel websites, Travel Mindset and iExplore, which included all content and editorial strategy, staffing, and overseeing a team of 100+ freelancer writers publishing 30+ articles/month
- Beyond on-site content, created engaging social media posts, weekly emails, and graphics
- UX strategy and wireframes for both site relaunches with the goal of improving user experience, functionality and community features
- Project manager for sponsored content and social media campaigns for travel clients, including attending trips as an influencer or editorial contact
- Instagram growth hacking: acquired 75K+ followers over a period of about 6 months
- Strategy and ownership of a brand-new social media consulting division we planned to pitch and white label to travel brands

Manager, Content & Social - Net Direct Merchants (9/13-9/14)

- Created and managed a global social media plan for seven niche interior design ecommerce sites, testing paid and free posts to achieve optimum engagement and leads
- Proactively managed the site's backlink profile, disavowing bad sites and garnering high page rank links to navigate out of two Google manual penalties
- Managed all on-site content creation and blogs to help improve SEO rankings
- Regular PR Outreach and guest posts to develop mutually beneficial partnerships
- Tested new and inventive content types to drive traffic and engagement like animated videos, infographics, buzzfeed, whitepapers, web catalogues, and Facebook apps
- Assisted with UX strategy and A/B testing to increase conversion and sales
- Managed all email marketing drip campaigns
- Remotely supervised two Marketing Administrators

Online Marketing Manager - iExplore (2/11-6/13)

- Responsible for long-term traffic growth strategies and tour leads with a yearly budget of 245K
- Commissioned and managed a site-wide rewrite of 400+ travel guides & 5,000+ website pages
- Management and creation of large-scale contests and promotions to increase email signups
- Managed all social media channels (facebook/twitter/youtube) and blog
- Creative strategy and wireframing for client RFPs/advertising campaigns
- Supervised a team of interns, freelance writers and designers

Strategic Marketing and Digital Specialist - SANYO Electric (4/09-1/11)**Marketing Communications Coordinator - Public Relations, Branding, & Webmaster (11/07-3/09)**

- Owned all lead generation programs and created 10+ microsites for PPC campaigns
- Increased sales leads by 225% year 1 and 150% year 2 through optimizing conversions, directly contributing to over \$2M in sales (a 1780% return on a 40K Adwords investment)
- Managed all content for <http://us.sanyo.com> (150+ products)
- Project managed the redesign of four major website divisions
- Led and executed bi-weekly email program, including list building and segmenting
- Researched and implemented all new media initiatives - mobile, webinars trainings, etc.
- Wrote and pitched all press releases (50+) for Biomedical, HVAC, and Environmental divisions
- Media planner for all four divisions
- Analyzed monthly sales rep incentive programs and promotions
- Developed case studies and interview series
- Supervised Sales and Marketing Administrator

"I've learned more from spending one day with you than any conference I've ever been to."

-Christina Lokey, Director of Tourism, Visit Beaumont

"Before I met Lauren I didn't even know what it meant to be an influencer. I had followers, but Lauren gave me the tools I needed to target brands that matched my audience and tips on how to monetize my channels. I am eternally grateful for how much I've learned from her mentorship and owe a lot of my success to her."

-JJ Yosh, Outdoor Influencer

"We asked Lauren to grow our social media channels. She doubled our following in less than a week. The results speak for themselves."

-Martina Ablinger, Marketing Manager, Hotel Las Torres

"Lauren's recommendations are always succinct, honest and actionable. She's an asset to any team looking to grow and monetize their business."

-Sarah Knapp, Founder, Mappy Hour and Outdoorfest

"I don't aspire to be an influencer in the traditional sense, but I do want to be viewed as an expert in my field. Lauren helped me tremendously to find new clients and new opportunities, and I can't wait to see where my business goes."

-Karen Shofron, Owner, Ocatillo Realty

"Can I adopt you?"

-Stephanie Tate, Communications Director, Rivers & Routes