

Gabrielle Lawrence

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PROFESSIONAL EXPERIENCE

MARCH 2022 – PRESENT

Managing Editor, Part-Time Contract / TransLash Media

- Spearhead the construction of a news content vertical and oversee key competencies including project management, content needs, coordination with media teams, and freelancer management.
- Supervising the content creation process from writing through editing and publishing while maintaining consistent voice.
- Implementing best practices, workflows, tools and templates to maximize the efficiency and effectiveness of the publishing process.

SEPTEMBER 2021 – PRESENT

Stewardship Writer, , Part-Time Contract / University of Southern California

- Manage content strategy processes for the USC Dornsife College of Letters, Arts, and Sciences Office of Advancement.
- Oversee key competencies such as content management, writing style, research and publication design, template design, writing and editing, web page management, information gathering, information synthesis, and engagement strategy.

JANUARY 2018 – PRESENT

Writer, Editor, and Designer / Gabrielle-L.com (Freelance)

- Function as an experienced editorial manager, communications strategist, development editor, and copyeditor.
- Provide author support, SEO writing, communications design, publication design (print, web, catalog), business and creative writing, and web design to clients in need of narrative support.

FEBRUARY 2020 – APRIL 2021

Narrative Designer, Tech / Shadow Health

- Planned and created content catering to customer needs based on UX standards and research.
- Tested and improved user experience by developing and advancing new features.
- Collaborated with designers, researchers, product managers, marketers, and engineers to produce products.
- Executed character-creation and content strategy while designing in-depth user conversations.

AUGUST 2019 – DECEMBER 2019

Visiting Lecturer / University of Central Arkansas

- Managed first-year composition courses (1310), writing as information design courses (3310), and created curriculum with implementation of service-learning opportunities.
- Organized student material and participated in department assessment.
- Ensured enhanced comprehension of rhetorical and composition techniques for students.
- Participated as a member of several department diversity committees and panels as requested.

EDUCATION

Master of Fine Arts, Creative Writing / University of Central Arkansas, Conway, AR

Bachelor of Arts, English / Azusa Pacific University, Azusa, CA

SKILLS

- Systems-thinking
- Information design
- Process improvement
- Digital storytelling
- Social media
- Content development
- Creative problem solving
- Strategic planning