

LARA GRANT

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SUMMARY

Seasoned writer and editor with work spanning print, digital, photography, and video. Expertise in travel and wellness, plus well-versed in SEO, social media, and e-commerce best-practices. I can help organizations broaden their reach to audiences through engaging content across digital platforms.

SKILLS

- Writing
- Editing
- Photography
- Social Media
- Freelance Management
- E-Commerce
- Video Production
- SEO
- WordPress

EXPERIENCE

Mind Body Soul Travel, www.mindbodysoultravel.com

05/20 to Present: **Creator/Meditation Teacher**

Mind Body Soul Travel is the website I built and where I offer 21-day meditation/journaling programs around different themes for growth and healing, 7-day self-guided programs, and blog posts around mindfulness.

- I've written and recorded 70 meditations between 10 and 20 minutes
- My monthly 21-day programs have been running since 9/1

Oyster.com, a TripAdvisor Company

08/17 to 05/20: **Editor**

Responsible for managing a team of writers; wrote and edited articles and hotel reviews, and photographed hotels in domestic and international destinations such as Thailand and French Polynesia. Managed Pinterest and Flipboard accounts, and created videos for the site's YouTube channel.

- My 313 articles brought in approximately 4 million unique visitors (second highest of any author)
- Luxury Hotel Bathroom Hacks e-comm article resulted in \$10,500+ worth of sales in one month
- Pinterest followers increased 271% under my management

02/16 to 08/17: **Associate Editor**

Hired and managed a team of freelance writers, as well as wrote and edited hotel reviews. I pitched/wrote travel-related articles for the website, which were syndicated to sites such as *USA Today*, *ABC News*, and *Business Insider*. Photo/hotel-review trips included Dubai and Sri Lanka.

02/15 to 02/16: **Editorial Assistant**

Updated hotel reviews, wrote blog articles, created hotel awards lists, and photographed hotels. I also handled the hiring and training for a customer service rep. I served on a wellness committee for TripAdvisor and was responsible for a smoking cessation program becoming a company benefit.

07/14 to 02/15: **Editorial Intern**

I wrote articles, linked hotel reviews for SEO purposes, and handled all customer service requests. I also helped with various editorial-based projects and updating reviews when necessary. Additionally, I went on a trip to Las Vegas to tour various hotels and subsequently write hotel reviews and blog articles.

Freelance Writer/Videographer

06/13 to Present

Jobcase.com: Wrote several articles related to job searching, unemployment, and the gig economy.

Courier Newsroom: Wrote articles for their audience on elections and mental health.

Jetsetter, SmarterTravel, and Airfarewatchdog: Wrote travel-related content for their audiences.

Expanded Schools by TASC: Produced a five-minute video that was shown at a conference; filmed and edited footage using Final Cut.

EDUCATION

05/13 Bachelor of Journalism, with Honors, GPA: 3.72
The University of Texas – Austin

CERTIFICATION

Meditation and Mindfulness Teacher - School of Positive Transformation; 305 Fitness Instructor

VOLUNTEER WORK

New York Cares, Citymeals on Wheels, Vipassana Meditation Center, Animal Haven Center