



laurenkay@me.com

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www.laurenkay.com

www.lettersfromlauren.com

EXPERIENCE

Senior Style Editor, The Knot

New York, NY • 2013-present

- Responsible for generating and writing content across all lifestyle categories: bridesmaid gifts, cake, decor, favors, flowers, groomsmen gifts, news, registry, stationery, style, wedding planners
- Produce four national issues and two regional issues in seventeen markets
- Oversee all style web content, producing an average of seven new pieces of content a week
- Collaborate with wedding professionals to conceptualize and oversee all style photo shoots
- Represent the brand at press events and through video segments for the website

Associate Store Manager, J. Crew

New York, NY • 2011-2013

- Execute all Human Resource initiatives for the store and its employees, including hiring and training
- Manage staff of thirty employees; responsible for sales initiatives, shrink, store functions and oversight of daily productivity; liaised with our corporate merchants and business partners
- Provide superior customer service utilizing extensive product knowledge; resolve client issues
- Exceeded sales goals for fiscal year 2013; achieved a 96% comp and surpassed plan by 11%

Director of Stationery, The Wedding Library

New York, NY • 2010-2011

- Responsible for sales generation and client retention in a luxury retail environment
- Managed cross-selling opportunities throughout the The Wedding Library platform
- Implemented invoicing system for wholesalers and clients

Business Development Analyst, De Novo Legal

New York, NY • 2009-2010

- Responsible for generating new business in the New York metropolitan area
- Served as a relationship manager for blue-chip clients
- Supported a team of seven Business Development Mangers across the country

Associate Editor, Travel + Leisure Golf

New York, NY • 2005-2009

- Edited five-page lifestyle section and two regular columns
- Generated, assigned, researched and wrote stories on a variety of topics—fashion, lifestyle, travel
- Assisted with photo shoots from conceptualization to prop shopping to on-set styling
- Represented the magazine on national and local television broadcasts and at press events

Intern, Sotheby's Inc.

New York, NY • 2004

- Assisted with exhibitions and auctions; addressed client issues
- Researched artist information, organized client files and out-dated auction materials

FREELANCE

C. Wonder, October 2011

- Researched and wrote product content for in-store 'smart shelf'; highlighted trends, popular-culture, and design elements

HBO's Treme iPhone App, May 2011

- Wrote mobile app content; covered New Orleans neighborhoods, food, drinks, and cultural slang

InStyle, November 2010

- Contributed to "Best Of The Web"—Save Money Online, Apps for Saving, Home, Entertaining, Kids

Research Assistant, David Hajdu (author)

New York, NY • 2005-2006

- Researched relevant history for a non-fiction book, The Ten Cent Plague
- Verified quotes and facts using libraries, microfilm and historical government records

EDUCATION

Parsons, The New School

New York, NY • 2010-2012

Certificate in Graphic + Digital Design

Syracuse University

Syracuse, NY • 2005

Bachelor of Arts, Cum Laude

Dual Major: S.I. Newhouse School of Public Communications; Magazine Journalism

College of Arts and Sciences; Art History

International Programs Abroad

London, UK • 2005

SOFTWARE

Adobe: Bridge, Illustrator, InCopy, InDesign, Lightroom, Photoshop

Microsoft Office: Excel, PowerPoint, Word

Social: Facebook, Instagram, Twitter, Wordpress

INTERESTS

letter writing, cooking, floral design, event planning, contemporary art + bike rides