

Laura M. Thomson

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QUALIFICATIONS

Convergence editor mixing print, online, multimedia and social media into a cohesive package.

Understands business objectives and customer needs, both internally and externally.

Committed to delivering competitive products and focused on continuous improvement.

Innovator of new marketing ideas, creative concepts and brand strategies.

SKILLS IN BRIEF

Web Design: Dreamweaver, Flash, HTML, CSS.

Graphic Design: Photoshop, InDesign, Illustrator, CorelDraw.
Editing: Word, Excel, Powerpoint.

Platforms: Windows and Mac.

EDUCATION

Master of Arts in Journalism

Magazine editing core – 2011
University of Missouri-Columbia
Additional graduate work in multimedia and online journalism

Bachelor of Journalism

Magazine emphasis – 2007
University of Missouri-Columbia
Minor in biological sciences

Associate of Science

Missouri Academy of Science,
Mathematics and Computing –
Northwest Missouri State
University – 2004
Dual associate degree and high school diploma program

CAREER EXPERIENCE

Barnes-Jewish Hospital, St Louis, Mo.

Managing Editor, Marketing/Publications September 2008 - Present

- ◆ Controlled the production, editorial content, design and publishing of *Innovate* (community magazine, 400,000 circ.), *Innovate Physician* (physician relations magazine, 273,000 circ.) and *Neighborhood News* (neighborhood newsletter, 17,000 circ.).
- ◆ Initiated and cultivated the inclusion of web content, social media, multimedia and electronic newsletters into all print productions, raising readership and hospital recognition statistics.
- ◆ Led a developmental team to redesign the hospital foundation's main external publication, *Giving* magazine (formerly *Cornerstones*), which helped increase hospital donations by \$92,000/yr.
- ◆ Implemented production schedules, editorial meetings and approval processes utilized by the entire communications department, improving efficiency and administrative satisfaction.
- ◆ Awards: 2009 and 2010 MAP Ranly Awards, including best writing entire issue, best design entire issue, best single written article and best cover. 2010 Silver Aster Award for magazine publication single issue.

Beijing Organizing Committee for the Olympic Games, Beijing, China

Olympic/Paralympic Staff Reporter July – September 2008

- ◆ Interviewed athletes and coaches from various countries to obtain Olympic News Service quotes and information distributed worldwide.
- ◆ Produced a blog syndicated through multiple news websites.

VoxMagazine.com, Columbia, Mo.

Web Producer August 2007 – June 2008

- ◆ Worked with 24 editors for weekly editorial content.
- ◆ Supervised the uploading and design of weekly production.
- ◆ Designed multimedia packages, slideshows, video and flash content.

Arts Online Editor January – August 2007

- ◆ Developed and pitched features, weekly anchors and mixed-media concepts for the Arts department.
- ◆ Micro- and macro-edited for publication both online and in print.
- ◆ Assisted in weekly design, editorial production and online uploading.

Columbia Business Times Company, Columbia, Mo.

Editorial Intern May – September 2007

- ◆ Compiled weekly calendars and business indexes.
- ◆ Reported articles for the *Columbia Business Times*, *Jefferson City Business Times* and *Columbia Home and Lifestyle* magazines.

Columbia Missourian, Columbia, Mo.

Staff Reporter January – June 2006

- ◆ Wrote a variety of entertainment news and science stories for the *Columbia Missourian* and *Vox Magazine*.
- ◆ Tended to community issues while working the City Desk.