

# Lauren C Aguirre

## Experience

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**Audience Editor for Enterprise and Innovation,** Oct. 2021 — Present  
[The Philadelphia Inquirer](#)

- Managing callouts with reporters to create productive engagement
- Pitching story ideas based on feedback from our audience
- Occasionally hosting virtual live events to connect with our audience
- Creating social media strategies to achieve our audience goals
- Creating and executing social media plans for enterprise stories
- Advising and managing posting to Instagram, Twitter and Facebook
- Training the newsroom on best social media practices and usage
- Analyzing new platforms for alignment with our audience goals

**Audience Engagement Editor,** Jan. 2020 — Oct. 2021  
[The Philadelphia Inquirer](#)

- Managed Instagram, Facebook, and Twitter accounts
- Analyzed data from social media accounts to make content decisions
- Optimized headlines to work best on social media and search
- Shared breaking news with live tweets and quick Instagram posts
- Experimented with social storytelling for enterprise stories
- Trained peers on social media strategy and voice for our platforms
- Led story curation, writing, and subject line experimentation for the Sunday edition of The Inquirer Morning Newsletter

**Digital Producer,** [The Arizona Republic](#) May 2018 — Dec. 2019

- Produced and copy edited 8-10 stories a day for azcentral.com
- Produced azcentral's homepage, mobile and desktop, 2 days a week
- Led project management for 2-3 longform stories a month
- Optimized headlines for social, search and homepage
- Pitched story ideas based on audience trends and search data
- Managed The Republic's politics twitter account, @azcpolitics

**Freelance Writer, Geist Media** Aug. 2016 — May 2018

- Wrote, produced and published 3-4 articles a day across 5 sites
- Covered finance, politics, travel, lifestyle and product reviews
- Posted content to Twitter and Facebook social media accounts

**Associate Editor, [The Liberty Project](#)** Jan. 2016 — Aug. 2016

- Wrote, copy edited and produced 2-3 posts a day
- Explained various aspects of the American political process
- Curated and published weekly political news digests that covered the presidential campaign, Congress, and other national news

**News Intern, [KERA 90.1](#)** Aug. 2015 — Dec. 2015

- Compiled research for [Think](#), KERA's flagship midday talk show
- Recorded and edited audio clips for air in Adobe Audition
- Pitched Think show topics and stories, covering features for radio

## Contact

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## Skills

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### Data Analysis

- Google Analytics and Data Studio
- Chartbeat and Parsely
- UTM usage and tracking
- Search Engine Optimization

### Design

- Adobe Photoshop, Audition, Premiere
- Canva.com advanced features
- Graphic design
- Creating gifs from raw video or images

## Organizations

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### Online News Association

- Global mission to innovate journalism
- Co-organizer for ONA Philly group
- Founded ONA Phoenix local group
- Organizing outreach to local journalists to build the group in the Phoenix-area

## Awards

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### Philbin Award for Legal Writing

- Professional journalism competition
- Awarded by Dallas Bar Association for [article on a campus sexual assault](#)

## Education

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### Southern Methodist University

Graduated December 2015 with honors  
**B.A. Journalism and Political Science**  
Law and Legal Reasoning Minor