

Lauren Hard

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Education

Columbia University Graduate School of Journalism, New York, N.Y.

Master of Science, Part-time program, Degree expected May 2015

Coursework, with a focus on multimedia story telling: Reinventing Television News, City Newsroom, Audience and Engagement

New York Women in Communications (NYWICI) 2014 Scholarship Winner

Temple University, Philadelphia, Pa.

Bachelor of Arts: Broadcast Journalism, Minor: Political Science, August 2008

Studied British media and communications in London.

Internships: CNNMoney.com, NBC10, CareerTV, NYWIFT (NY Women in Film and Television)

Journalism Experience

The Today Show, New York, N.Y.

January 2015 - present

Intern

Research for possible segments; assist on shoots and in green room with guest relations. Arrange accommodations for guests, log interviews, pitch story and segment ideas, capture web-based video for broadcast.

MSNBC, New York, N.Y.

September 2014 - January 2015

Intern

Attended daily editorial meetings. Research, assist with graphics production for MSNBC's show, *The Cycle*. Greet guests for *The Cycle* and Shift by MSNBC's *Krystal Clear*. Assist on video shoots, capture web-based video for broadcast.

PIX11, New York, N.Y.

July 2014 – September 2014

Digital Producer (Freelance)

Wrote updates for station's website, including original content. Promote articles on social media, cut video from shows to post on website.

NY1 News, New York, N.Y.

February 2014 – September 2014

News Assistant (Freelance)

Worked solo, with a reporter or with a crew in the field depending on the story. Assisted live truck operators and filmed live shots. Operated Dejero Live+ for live shots and fed video to station. Maintained communication with the Assignment Desk. Drove to story locations throughout the five boroughs.

Hudson County TV, Jersey City, N.J.

October 2012 – November 2013

Multimedia Journalist (Freelance)

Work as one-woman-band covering feature and breaking news stories in Hudson County, New Jersey for the hyper local website. Create news packages used in biweekly broadcast on public access.

News 12 New Jersey, Edison, N.J.

February 2010 – May 2012

Interactive Producer

Managed station's overall social media presence, including updates during breaking news. Sent breaking news emails. Primary producer for Facebook fan page, which grew from 532 to 92,000 'likes' during tenure. Wrote articles for website, breaking down broadcast pieces into a more condensed format and posted video using station's CMS. Trained and supervised staff regarding social media.

Philadelphia Weekly, Philadelphia, Pa.

February 2009 – February 2010

Style Blogger

Wrote posts for style blog every weekday, pointing to a daily 'round up' of links to coincide with the voice of the blog. Served as videographer for blog and assisted in managing social media.

Skills

Multimedia: Proficient in Final Cut Pro and Adobe Premiere Pro, Familiar with Panasonic AG-HVX200 DVCPRO HD and Canon EOS C100

Languages: Conversational Spanish

Social Media: Expertise in utilizing social media to build audiences using Facebook and Twitter. Proficient in using