

Lauren Keyson

Tuckahoe / New York City, NY ♦ W: 212.300.4084 ♦ M: 914.441.7119 ♦ Lkeyson@keysonpublishing.com ♦ keysonpublishing.com

Accomplished Communications Consultant

*Developing, writing and maintaining savvy, creative, cutting-edge
Public Relations, Social Media, Web, Print, Blog and Newsletter content*

PROFESSIONAL EXPERIENCE

Keyson Publishing LLC, Consultant, NYC and Tuckahoe NY

2002-Present

Respected, experienced, and highly recommended communications consulting for diverse companies (2002-Present)

- **UC Berkeley Alumni Club of NY:** Communications Manager (Current)
Creates and maintains web content, social media, blogs, newsletters
- **New York Technology Council:** Social Media Developer/Writer (Current)
Creates and maintains social media channels and writes web content
- **Lotinfo.com:** Marketing/PR Consultant/Writing (Current)
- **NYConvergence.com:** Journalist (Current)
- **MySetLife.com** (current)

Clients:

- **Ultimate Escapes**, Kissimmee, FL
Created and designed member and employee newsletters, wrote and placed weekly columns in travel publications, created and maintained their blog.
- **SNL Financial**, NYC, NY
Secured 60 hits per month in publications that included The Wall Street Journal, The New York Times, USA Today, Financial Times, Barron's and Forbes.
- **Chili Systems**, Norwalk, CT. Developed unique public relations and marketing campaign that helped secured an average of 10 print, web and radio media per month.
- **Additional Technology and Finance clients:** Tamale Software, Coleman Research, Interactive Media Associates, Similar, Reuters Tech Briefing

Instinet Corp.: *Director Digital Media*, NYC, NY

2000-2001

Developed a new way for company to communicate by creating several online and print research publications, while working closely with compliance.

Multex.com: *Vice President Publishing*, NYC, NY

1998-2000

Helped begin company's communications platform online and across the web by creating online and print publishing products that included: *The Internet Analyst* circ: 1.5 million; *Industry Investing Reports*, circ: 300,000 and *The Telecom Analyst*, circ: 1.25 million.

EDUCATION

*IADT: Assoc. of Science, Web Development (March, 2011)

*Stanford University, CA: Publishing Certificate (August, 1985)

*UC Berkeley, CA: Bachelor's of Arts Degree, Major: Political Science (March, 1981)

SKILLS:

Technology: Illustrator, Photoshop, Movie Maker, Dreamweaver, Flash, 3D Modeling and Animation, InDesign, HTML, CSS, Blog and Social Media creation

Content: Editor, Managing Editor, Reporter, Publisher for:

*Buyside Magazine; Sonoma/Marin Business Journal; Napa/Solano Business Journal;
Sonoma Valley Business Tribune*