

## Work Experience

**The Adventure Project**, Communications Intern, New York, NY – Sept 2018 - Present

- Created content and managed social media accounts for the organization reaching 13,000 followers
- Implemented communications strategies towards the organization's \$350,000 end of year giving goal
- Identified, pitched and executed corporate partnerships to grow the organization's supporter portfolio

**BerlinRosen**, Digital Advocacy Fellow, New York, NY – June 2018 - Aug 2018

- Contributed to a roster of 6-8 clients working on advocacy efforts such as reuniting separated families, creating social support of women on the spectrum, and fighting for democracy in Cambodia
- Delivered high-quality photos from the field in real time from the #NoMuslimBanEver and Families Belong Together rallies
- Drafted copy, pitched graphics, and produced video content for digital ads and organic social media
- Produced weekly client reports about Facebook, Twitter and Google ad performance and campaign spending
- View portfolio at: <http://www.laureljaclynschwartz.com/portfolio>

**Henry Street Settlements**, Graduate Student Case-Management Intern, New York, NY – Sept 2017 - May 2018

- Case-managed 10 young adults through paid internships by coaching them through the application process, identifying internship sites, connecting them with social services, and providing psychosocial support
- Developed a partnership with ConArtists NYC to help participants gain paid work experience in the arts

**Leo Burnett**, Associate Producer, Chicago, IL – Aug 2015 - July 2017

- Produced the first-ever branded Facebook Livestream; earned coverage in AdWeek and an organic reach of 884,300
- Oversaw production and editorial budgets up to \$300,000
- Coordinated all aspects of production and editorial including: pitching, bidding, location scouting, casting, makeup and wardrobe, art department, editorial, motion graphics and color for clients such as Purina, Esurance, Marshall's, and Alcon
- Managed all department audio needs including overseeing the schedules of two audio engineers, booking studios and coordinating ISDN capabilities for remote talent
- View portfolio at: <http://www.laureljaclynschwartz.com/portfolio>

## Projects: Creativity for Social Impact

### Running Breathless

- Wrote, directed, produced and edited *Running Breathless*, a documentary about chronic illness. Winner of the ReelAbilities NYC 2018 Film Festival Grand Prize. Screened at Google and Citibank as part of their diversity and inclusion efforts. Awarded the *NBCUniversal Tony Coehlo Media Scholarship* for commitment to disability representation in media.
- Learn more about the film here: <http://www.laureljaclynschwartz.com/portfolio>

### The Mighty

- Contributing writer for *The Mighty*; articles generated over 2,000 on-platform engagements.
- Read articles here: <https://themighty.com/2018/12/what-lady-gaga-means-for-chronically-ill-women/>

### Hi, Thirteen

- Conceptualized and produced a collaborative documentary series with a group of teens "documenting the world from the frontline of tweenhood." Learn more about *Hi, Thirteen*, currently in production: [https://www.instagram.com/hi\\_13\\_stories/?hl=en](https://www.instagram.com/hi_13_stories/?hl=en)

## Education

Columbia University, MSW – Class of 2019

Non-Profit Management

Relevant Coursework: Media Campaigning for Social Change, Community Advocacy, Financial Management Program Evaluation

Scripps College, CA – Class of 2015

American Studies Major, Media Studies Minor

Magna Cum Laude, Phi Beta Kappa

Thesis: *#Flawless: The Intersection of Celebrity Culture and New Media in the Feminist Movement*