



LAUREN RIGAU

WWW.LAURENRIGAU.COM

COMMUNICATIONS SPECIALIST

CONTACT

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SKILLS

- Fluent in Spanish
- Ethical Leadership
- Photography
- Social Media Marketing
- 15+ Years of Media Experience

EDUCATION

MASTER OF COMMUNICATION

- ARIZONA STATE UNIVERSITY DEGREE CANDIDATE

BACHELOR OF INTERDISCIPLINARY STUDIES IN U.S. HISTORY AND POLITICAL SCIENCE

- ARIZONA STATE UNIVERSITY
- SUMMA CUM LAUDE

INTERNSHIPS

CBS 4 NEWS, 2013
WRITING; INTERVIEWS; PRODUCTION;
BOOKING

ACCESS HOLLYWOOD, 2010
PRODUCTION; LIVE DAILY SHOWS;
WRITING; SCRIPT DEPARTMENT

CLEAR CHANNEL RADIO, 2008
LIVE RADIO PRODUCTION KISS FM 102.7
AND 98.7 FM; WRITING; PROMOTIONS;
PROGRAMMING

ON-AIR

NBC 6, "TEEN TALK" SEGMENT HOST, 2003-2005
HOSTED 85+ SEGMENTS FEATURES

FOX NEWS RADIO SEGMENT HOST, 2003-2005
LIVE RADIO BROADCAST, WEEKLY GUEST
SEGMENT HOST

MARKETS SERVED

- | | |
|-------------------|---------------------|
| MEDIA | GOVERNMENT |
| NON - PROFIT | ENTERTAINMENT |
| HEALTH & WELLNESS | PROFESSIONAL SPORTS |

EXPERIENCE

THE M NETWORK, COMMUNICATION SPECIALIST, 2021- 2023

- Chief Content Creator: writing, scripting, messaging, production
- Proven track record in copywriting: websites, blogs, Op-Ed, media alerts
- Thorough knowledge of integrated marketing techniques and practices to achieve public relations goals.
- Create, implement, launch, and manage an integrated strategic communications plan to increase visibility across key stakeholders.
- Provide key messaging support for media interviews and reputation management issues, i.e., crisis communications.
- Develop a 501c3 digital strategy achieving growth upwards of 50k impressions in 12 months, producing monthly social analytics reports.
- Coordinate and assist in planning large-scale events.

CHILDREN'S BOOK AUTHOR, The Adventures Of Lala And Her Papa, 2019

- Exclusively via Amazon

NBC NEWS, EDITORIAL ASSIGNMENT DESK, 2016 - 2021

- Duties: Delegating coverage, generating story ideas, communicating with the public and authorities, scheduling interviews and broadcasts, production, payroll, event coordination, breaking news, prioritizing relevance
- Knowledge of journalism ethics, techniques, practices, and procedures
- Cultivating strong relationships with both local and national media outlets
- Skilled in broadcast and print media interviews
- Work with management, producers, writers, production, and field crews on coordinating the flow of information, coverage plans, logistics, and the development of news stories.

THE RUNDOWN,' MSNBC, ANCHOR PRODUCER, 2014-2015

- 'The Rundown with Jose Diaz-Balart': Multi-network bilingual liaison, live production, research, expense, and travel coordination
- Anchor Producing 2 hour LIVE cable morning show, preparing on-air talent for LIVE broadcasts, and coordinating the flow of information on breaking news.
- Implement best practices to manage projects efficiently and effectively.
- Work with media executives and management to develop benchmark criteria to measure the efficiency and effectiveness of the TV program.

WFOR CBS4 NEWS, NEWS APPRENTICESHIP, 2013-2014

- Editorial Desk, Field Producing, Writing: Packages, Tags, Leads & VO'S
- Experience in stakeholder or community engagement

CONTENT CURATOR

Creative social media manager with the ability to produce quality-rich content and develop meaningful engagement. Experience providing data-driven recommendations for continued improvement and best practices through strong written and verbal communication skills.

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|---------------------------|-----------------------|
| • Social Media Engagement | • Content Development |
| • Corporate Messaging | • Blogging |

TIME TO SPA, ONESPAWORLD, Content Writer, 2019- 2021

THE MIAMI MARLINS FOUNDATION, MAJOR LEAGUE BASEBALL (MLB)
Creative Content Producer/Writer, 2019- 2020

eMerge AMERICAS. Social Media Coordinator, 2016
Coordinated Social Media Content Production via Teams Approach
(i.e., Twitter: 253 Tweets/ 592k Impressions)

NUPRESS PRINTING, Social Media Content Producer, 2017

ResourcesToRecover, Social Media Development & Creative Content Lead, 2020