

Lauren K. McCabe

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RESULTS ORIENTED MARKETING COMMUNICATIONS PROFESSIONAL

With over six years of professional experience, I bring leadership, organizational prowess and strategic and tactical marketing expertise. Recognized for highly effective project management abilities to lead teams of creative professionals, I am looking to leverage my passion for media with my ability to develop focused communications solutions.

- Integrated marketing communications
- Project and event management
- Cross-departmental team building & management
- Strategic thinking
- Effective communication and presentation
- Understanding of entertainment business models

CAREER ACCOMPLISHMENTS

- Oversaw the \$2.4 MM multi-platform paid marketing launch campaigns for the PBS KIDS GO! animated series *WordGirl* (2007), resulting in 63 percent increase in viewers (kids 6-8) and 200 percent traffic increases to website.
- Organized talent donated and signed premium items for Discovery Communications Global Education Partnership celebrity auction raising more than \$150 M for the development of worldwide learning centers.
- Managed on-site logistics and booked interviews and high-profile events with internationally-known celebrities, world leaders and business executives as part of my positions at CNBC and Discovery Communications.
- Selected for a highly competitive summer residency project with Best Buy, under the directive of Chief Marketing Officer Barry Judge.
- One of only two women selected for the 2008 "Racing Presidents" mascot and entertainment team for the Washington Nationals Major League Baseball organization (20 total members).

PROFESSIONAL EXPERIENCE

PUBLIC BROADCASTING SERVICE, Arlington, Virginia

June 2007 – August 2008

Assistant Director, Brand Management and Promotion, PBS KIDS & PBS KIDS GO!

- Oversaw the \$2.4 MM national paid marketing launches for animated series *WordGirl* (2007) and *Martha Speaks* (2008).
- Implemented an online advertising and promotional campaign utilizing Google AdWords and social networking sites such as Facebook and Twitter to promote the daily launch of *WordGirl* (May 2008), which increased LPM ratings during the Memorial Day weekend.
- Led promotional trade booth presence for *WordGirl* at the 2008 New York Comic Con and organized national grant program leading to the funding of over 10 national promotional events for local PBS stations.
- Evaluated quantitative and qualitative data (focus groups, ratings, online unique visitor measurements) to determine ROI for future programs.
- Managed relationships with internal departments, external agencies and affiliate stations on the development and marketing strategy of the PBS KIDS GO! Broadband Service (launched September 2008) and on-air program launches.

DISCOVERY COMMUNICATIONS, INC., Silver Spring, Maryland

March 2006 – May 2007

Publicity Coordinator, Talent Management, U.S. Networks

- Managed talent and executive expectations, schedules and group budget for 2007 U.S. Networks Upfront Presentations.
 - Organized talent donated and signed items for Discovery Communications Global Education Partnership auction.
- Executive Assistant, Corporate Affairs & Communications*
- Identified new media communication vehicles as part of the Discovery Cross-Network Digital PR Task Force and made recommendations on tactical strategies to executive level management.
 - Completely overhauled corporate PowerPoint presentation used by CEO and President of Discovery U.S. Networks.
 - Implemented event scheduling, registration, catering and sweepstakes needs for the *Discovery: Atlas* launch party, Silverdocs film festival, *Guests of the Ayatollah* premiere at the National Archives and various internal events.
 - Updated press releases and executive biographies on the Discovery corporate website using TeamSite.

GOLIN HARRIS INTERNATIONAL, Arlington, Virginia**September 2005 – March 2006***Freelance Account Executive, Marketing and Brand Strategy*

- Pitched the U.S. Postal Service direct mail B2B business client to national advertising and marketing associations as part of the USPS national Speaker's Board initiative; this included the management of three executive speakers.
- Researched and booked prominent industry experts for the annual National Postal Forum conference.

ROSENTHAL PARTNERS, Bethesda, Maryland**November 2004 – June 2005***Account Coordinator*

- Wrote creative briefs and managed production and media buy budget estimates for client partners.
- Analyzed weekly advertising-to-sales data for regional home builder Winchester Homes, a division of Weyerhaeuser.

CNBC, Washington, D.C.**June 2003 – November 2004***Segment Producer, Capital Report*

- Single-handedly field produced bi-hourly "2004 Election Desk" updates from Rockefeller Plaza, NYC.
 - Booked and produced taped interviews with prominent guests (ex. vice presidential nominee John Edwards, Mayor Rudy Giuliani (Exclusive), Surgeon General Richard Carmona and astronaut Dr. Buzz Aldrin).
 - Handled guest lists and on-site logistics for CNBC invite-only promotional events at the 2004 Republican (New York) and Democratic (Boston) National Conventions as well as private corporate events based in Washington, D.C.
 - Wrote press releases highlighting breaking news from the show to be used for internal NBC publicity purposes.
- News Associate, DC Bureau*
- Field produced CNBC coverage of the 2004 State of the Union address and 2003 Congressional Correspondents Dinner.
 - Scheduled photographers and freelance live truck operators for daily news coverage and special event programming.

EDUCATION**NORTHWESTERN UNIVERSITY**, Evanston, Illinois**September 2008 – December 2009***Master of Science, Integrated Marketing Communications (The Medill School)*

Concentrations: Brand Strategy & Advertising (Global Emphasis) and Direct & Interactive Marketing Communications

Certificate, Media Management (Kellogg School of Management and the Media Management Center)

One of nine Medill IMC students accepted and enrolled in this certificate program; only Kellogg program open to IMC

BEST BUY, Minneapolis, Minnesota**Summer 2009***Medill IMC Summer Resident*

- Created a marketing plan utilizing digital media platforms to combat dwindling weekly newspaper circulation.
- Proposed a new business development model for manufacturers and advertisers to increase overall BBY revenue.
- Utilized BBY consumer purchasing data (in-store and online) to determine efficient customer target segmentation.

UNIVERSITY OF ARIZONA, Tucson, Arizona**August 1998 – May 2003***Double Bachelor of Arts Degree Program: Journalism and Media Arts (Television/Film/Radio); Minor: Business Administration*

- Phi Beta Kappa, Magna Cum Laude with Honors Thesis

AFFILIATIONS**INTERNATIONAL RADIO AND TELEVISION SOCIETY****UNIVERSITY OF ARIZONA ALUMNI ASSOCIATION***Summer Fellow (2002) and Contributing Member**Board Member, Windy City Cats - Chicago Chapter***CABLE TELECOMMUNICATIONS ASSOC. FOR MARKETING****WASHINGTON NATIONALS (MLB)***Contributing Member, Midwest Chapter**2008 "Rushmore" - Racing Presidents Mascot***ADDITIONAL SKILLS & INFORMATION**

- SPSS, Google Analytics, Microsoft Office (2003 & 2007 versions), Interwoven TeamSite, Bacon's, Lexis-Nexis, Factiva
- Adobe Dreamweaver, Illustrator, Photoshop, Premier and PageMaker; Final Cut Pro, Media 100, Quark Xpress

