

LAURA R. BEDSER

WORK EXPERIENCE

SCHOLASTIC

Editorial Intern - Children's Nonfiction

June 2022 - Aug 2022

- Drafted early and late-stage editorial passes of several notable Scholastic children's book series, including *Disaster Squad*, *You Are a Star!*, and *The Three Little Superpigs*
- Wrote now-published flap and cover copy for several commercial picture and chapter books
- Created fact sheets, metadata, and reader's reports for internal and external use
- Evaluated 200+ children's manuscripts; drafted insightful rejection letters and pitched promising submissions to the editorial team
- Entered title data into database systems to actively maintain data throughout publishing process

HACHETTE BOOK GROUP

Marketing & Publicity Intern - Workman

Sept 2025 - May 2026

- Researched and compiled lists of influencers and businesses for a wide range of projects, including *Taylor Swift All the Songs* and *Après Ski*, contributing to global publicity campaigns
- Communicated with celebrities, businesses, and influencers to garner interest in campaign participation
- Managed the distribution and mailing of 500+ book copies, pre-order gifts, and PR packages for bestselling titles including *Everyone Hot Pot* and *The Art of Gluten-Free Bread*
- Exercised social media skills by designing graphics, filming videos, scheduling content, and writing social media copy for Instagram across three lifestyle imprints (108k combined followers)
- Drafted media pitches and press releases for use with major news and media outlets
- Formatted weekly marketing and publicity hits for internal database and company-wide email distribution

BARNES & NOBLE

Senior Bookseller | Kids Lead | Management Team

Sept 2023 - Sept 2025

- Revitalized the Saturday Storytime program through robust event planning (coordinating guest readers and themed Storytimes) and promotional materials (creating signs, flyers, Instagram posts, and consistent café and book promotions), increasing weekly attendance from 1-3 to 20+ children
- Led the design and execution of local and company promotional displays, merchandising, and ongoing stock ordering for the Children's Department
- Increased quarterly revenue by 18% from prior year through a combination of successful event advertising (including for Saturday Storytime) and in-store merchandising
- Trained new hires and managers, and supported schedule management for a team of 20+ employees
- Mentored peers to employ membership upselling techniques, as the team member with highest membership and monthly pick sales numbers, increasing overall store revenue and customer return rates
- Offered tailored book recommendations to a diverse clientele across all literary genres

SKILLS

- Microsoft Office Suite
- Google Workspace
- Adobe Acrobat Pro
- Canva
- Aprimo
- SharePoint
- Dropbox
- FlipSnack
- Writing
- Editing
- Proofreading
- Data entry
- Market research
- Event planning
- Content creation
- Customer service

EDUCATION

LAFAYETTE COLLEGE

B.A. in English (Writing Concentration) & Religious Studies. Minor in Early Modern Studies
GPA: 3.95 | summa cum laude | Honors Thesis

SYRACUSE UNIVERSITY

London Study Abroad | GPA: 4.0 | Studies in journalistic writing & UK religious cultural history
