

LAURA R. BEDSER



CONTACT

- New Jersey
- lrbedser@gmail.com
- linkedin.com/in/laurabedser
- www.laurabedser.com

EDUCATION

LAFAYETTE COLLEGE

B.A. In English (Writing Concentration) & Religious Studies
GPA: 3.95 | summa cum laude

SYRACUSE UNIVERSITY

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

SKILLS

- Google Workspace
- Microsoft Office Suite
- Canva
- Adobe Acrobat Pro
- Editing & proofreading
- Creative writing
- Data entry
- Market research
- Event planning

HONORS

THE GOLDEN LYRE

Honors Dual Thesis | 2023

LYMAN COLEMAN PRIZE

Lafayette College | 2023

DAVID FOWLER ATKINS JR. PRIZE

Lafayette College | 2022

WORK EXPERIENCE

MARKETING & PUBLICITY INTERN | WORKMAN

Hachette Book Group 2025 - Present

- Design graphics, film videos, take photos, and schedule imprint content featuring frontlist titles for Instagram
- Manage the distribution and mailing of 500+ book copies, pre-order campaigns, and PR packages
- Complete influencer & title research, and communicate with celebrities, shops, and influencers

SENIOR BOOKSELLER | KIDS LEAD

Barnes & Noble 2023 - 2025

- For the Children's Department: led events, merchandising, local and company promotions, and ordering
- Curated social media marketing for in-store events, and increased quarterly revenue by 18% from prior year
- Keyholder responsible for opening and closing store, training new employees, and schedule management
- Enthusiastically shared literary knowledge to connect with customers and offer recommendations
- Taught membership upselling techniques to team

EDITORIAL INTERN | CHILDREN'S NONFICTION

Scholastic 2022

- Formulated early and late-stage editorial passes of several notable Scholastic children's book series
- Wrote flap and cover copy, fact sheets, submission evaluations, metadata, internal pitches, and reader's reports

COLLEGE WRITING ASSOCIATE

Lafayette College 2021 - 2023

- Collaborated with individual students to develop strategies for refining their essays, enriching classroom understanding
- Planned alongside professor to build student writing skills

LEADERSHIP EXPERIENCE

PRESIDENT | VICE PRESIDENT

Lafayette Arts Society 2021 - 2023

- Organized and executed events for 100+ members
- Coordinated with faculty club advisor and social media officer to create extensive and inclusive campus outreach

