

LAURA R. BEDSER

CONTACT

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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

SENIOR BOOKSELLER | KIDS LEAD

2024 - Present

Barnes & Noble

- Lead Children's Department events, merchandising, local and company promotions, and ordering, increasing quarterly revenue by 18% from prior year
- Prioritize and delegate workload across employees
- Ensure efficient operations via schedule management
- Increase sales through thoughtful product localization

BOOKSELLER | MEMBERSHIP MENTOR

2023 - 2024

Barnes & Noble

- Enthusiastically share literary knowledge to connect with customers and offer recommendations, increasing customer satisfaction and sales traffic
- Process transactions and coordinate book reservations
- Mentor peers to employ membership upselling techniques

EDITORIAL INTERN | CHILDREN'S NONFICTION

2022

Scholastic

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

COLLEGE WRITING ASSOCIATE

2021 - 2023

Lafayette College

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

LEADERSHIP EXPERIENCE

PRESIDENT | VICE PRESIDENT

2021 - 2023

Lafayette Arts Society

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

ORGANIZATIONAL MANAGER

2016 - 2020

Sunshine Foundation

- Led volunteer participation for several annual events, increasing donations and engagement for charity