



# Lauren Gosling-Powell

Editor, Illustrator, Motion Graphics Designer

📍 London, UK

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## Links

 [LinkedIn](#)

## Languages

English

## About

I've been producing engaging and illuminating online content for over 10 years, working across film, television, digital journalism, social media and branding. I love video and picture editing, motion graphics design, illustration and have exceptional proficiency in Adobe Premiere, After Effects, Illustrator and Photoshop. I'm looking for something creative and diverse to show off my skills.

### BRANDS WORKED WITH



## Experience

### ● Editor, Illustrator, Motion Graphics Designer

| May 2021 - Now

Projects include concept art for a gaming marketing agency, branding assets for podcasts, newsletters and small businesses.



### ● Senior Producer, Graphics Lead

HuffPost | Oct 2017 - May 2021

Scripted, produced and edited short-form videos for use across HuffPost UK verticals and social channels.

- Created quick turnaround infographics for breaking news stories, and delivered graphics packages for limited video series.
- Designed original illustrations for thumbnails, banners and long-form articles.
- Identified gaps in content regarding current news stories and cultural trends, and commissioned new edits, podcasts and series.
- Assisted with real-time video-programming across the site.
- Wrote, proofread and supervised accompanying copy and metadata to engage readers and ensure SEO best practice.

### ● Senior Video Editor

Verizon Media | Aug 2015 - Oct 2017

Led and managed real-time video-programming on the AOL homepage.

- Coordinated with programmers on QA across publishing tools.
- Edited short-form videos for AOL and Yahoo, for use on site and social platforms.
- Identified gaps in content and made subsequent recommendations for new partner acquisition.
- Collaborated with commercial teams to build and deliver franchises for premium commercial video content.



### ● Content Manager

TiVo | Oct 2013 - Jun 2015

retailers.

- Established close relationships with film and television studios, distributors and service providers.
- Researched production details, and sourced rich media and promotional content.
- Closely monitored industry trends, viewing figures and release charts.



### ● Content Supervisor

TiVo | Mar 2011 - Oct 2013

### ● Editorial Assistant

Muze Europe | Aug 2007 - Mar 2011

- Input data and created promotional copy for eCommerce websites
- Liaised with a wide variety of studios, manufacturers and distributors

- Worked cross-division with fellow departments during larger projects
- Proof read and edited copy to strict daily deadlines, in accordance with style guides



- **Studio / Reception Runner**

MTV | Jan 2006 - Jul 2007

Assisted in studio during original MTV productions

- Worked with in-house editors during post-production
- Maintained tape library and monitored traffic
- Archived material, and helped support bookings and MCR teams



- **Editorial Assistant, Development**

Leopard Pictures | Aug 2005 - Dec 2005

Researching new ideas

- Developing existing proposals
- Sourcing and monitoring talent